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New York Press Club

JOURNALISM

Its Relation to and Influence upon
the Political, Social, Professional,
Financial, and Commercial Life of
the United States of America



The New York Press Club
Organized 1872
Nineteen Hundred and Five

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JAMES DONNENNETT
New York City



WILLIAM N. ...
2d Vice President
General Manager
New York City



President
New York City



Proprietor
New York City

HERRMAN RIDDER
3d Vice President New York Press Club
General Manager New York Staats Zeitung

JAMES GORDON BENNETT
Proprietor New York Herald

WM. R. HEARST
Proprietor New York American and Journal

WM. CULLEN BRYANT
President New York Press Club, 1902
Manager Brooklyn Times
(Deceased)





FOREWORD

BY ALEXANDER K. MCCLURE,
Formerly Editor of the Philadelphia Ledger.

If there be one factor more than another that has made the United States the world power she is today it is that of Journalism. Although much has been said and written about journalism it is still an unknown quantity. It has been praised, damned and dragged in the mire. We have been told that journalism has certain metes and bounds. Its sphere of influence is limited. Pundits, deans of literature, pulpiteers and even editors have tried to thresh out the whole subject of journalism. The results have been neither convincing nor intelligible. It has been said that journalism is more of a trade than a profession; more of an art than a science; really not much of anything. After all, there is no one who can tell what journalism is so well as the newspaper man himself. He is the best judge, because he loves his work. The true journalist is as much wedded to his work as a true artist is to art. Of the two, journalism is the more exacting mistress. It would almost seem at times that art is dependent on journalism. Barren soil is often made fertile by journalism, so that art may thrive there.

In giving this foreword it will not be out of place to say something about journalism in general. The task is not an easy one. The hard part of it is to get away from the usual platitudes about it. How familiar and hackneyed they have become! It is tiresome to hear from the lips of a public man about the great power the press wields. All the advantages of a career in journalism have been pointed out both in essay and in speech. Much of this talk is taken by the journalist with a grain of salt. He knows the motives that frequently prompt this effusive praise of the press. They are not genuine for the greater part. It comes from the self-seekers of fame and fortune by a very useful ladder. Not a few of these flatterers are cowards. They do not dare to name the defects of journalism. If they do, it is in a weakhearted fashion, lest they injure their journalistic levers. Most of our public men in all divisions of the body politic, whose sense of proportion is not warped by personal vanity, will admit they would never have been heard of had it not been for journalism. More

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men have been made by newspapers than men have made newspapers.

There is no need to give any historical sketch of journalism. If this is wanted, there is easy access to the information. The intent here is to point out the broad development of journalism.

Chemistry is spoken of as a science. Is there any good reason why journalism should not be regarded also as a science? Chemistry deals with elements not a whit more mutable than the elements with which journalism deals. Chemistry has an ever widening field of operation and investigation. So has journalism. The absolute science of journalism has not been reached any more than all the science of chemistry has become known.

Enlightenment is the mission of journalism. The more the enlightenment the nearer we approach truth. Journalism and progress, therefore, go hand in hand. In the United States, at least, one is dependent on the other. Even literature must bow to journalism. It was through journalism that literature was born and nurtured. Journalism was brought into being with the Decalogue, and later gave to humanity the Sermon on the Mount. To the public at large it may seem that latter day journalism has little in common with this earliest of all journalism. Yet the newspaper man of today knows more than he is given credit for. He gives many demonstrations of the Golden Rule. No one has a keener sense that "charity covers a multitude of sins."

Journalism is sometimes spoken of slightly. It only deals with the ephemeral, it is averred. The assertion is true. But it is the ephemeral that by transmutation goes to make the permanent. It is the constant deposit of particles of sand that separately are blown where the wind listeth which collectively form the gigantic rocks. The ocean is formed of tiny drops of water. It is the ephemeral, the daily happenings in a community or nation that make history. In the case of an individual these unconsidered trifles form his character. The work of journalism is to gather these ephemera and to crystallize them day by day. This is done by a series of news deposits gradually rearing what is permanent and true. The quicker and the better the so called ephemera and the apparently trivial are gathered into what we call news, the truer the journalism. The mists of misunderstanding are dissolved by the process. In this way through journalism more light is reflected and foundations for better civilization, freedom and manhood are constructed.

Journalism is a pioneer always at work. It makes possible all

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the wonders and beauties that bless us. The science of journalism does most of the building in art, science, literature, law, physics or divinity in the social, political and commercial realm. All shed more light than if the passing and ephemeral mists had not first been scattered by the power of journalism.

Possibly no country on the face of the earth has reaped so many benefits by reason of its journalism as the United States. The evolution of American journalism has had a worldwide influence. In the United States there are more newspapers printed in other languages than English than anywhere else; that is to say, in any single country. The importance of this must not be overlooked nor undervalued. It is not necessary to present statistics proving that more non-English speaking persons seek this country for a home than do those who speak the English tongue. Hundreds of thousands land upon these shores bringing with them a strange speech and racial characteristics opposed to all that is American. They come here with a variety of ideas as to what constitutes Liberty. Many are here now who but lately were serfs in their own lands. Others from monarchies where freedom means a colorless individuality. If rash enough to protest against injustice they were punished. Public utterances of wrongs would be rank treason. A swift vengeance would follow for the bold offender. Once under the shadow of the Stars and Stripes they had a revelation as to what free speech and free journalism meant. They grew to know what journalism in the United States stands for. By journalism these newcomers get a startling object lesson. They find they can read about themselves, their country and the government which they had forsaken because of its injustice and harshness in a newspaper printed in their own native tongue. In a newspaper, too, free from Governmental interference or censorship. If they have complaints to make, wrongs to right, they can here make them known through the columns of their newspapers. Protests can be made in their own way and in the language of their birthland. By this polyglot journalism which has reached so high a standard in the United States aliens are taught what pure Americanism means.

Their own special newspapers become the primers by which they learn to become good American citizens, until at last they can read the Declaration of Independence in the language of the United States. Thus these victims of monarchial forms of government are taught that they are freemen, not bondmen. In the process of the fusion of the races going on in this country nothing has helped so much toward

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building up a united America from apparently antagonistic materials as journalism.

Comparison between the journalism of today with that, say, of half a century ago, can scarcely be made. Although it would be wrong to decry the earlier efforts of the makers of newspapers, there is too much radical difference for a just analysis.

The journalism of today is more journalistic, as it were, than formerly. Of course, the older newspapers were hampered by conditions that do not now exist. Newspapers then were remarkable for opinions of individual men who swayed the public mind—not such an educated and plastic mind as that of today—by their personalities and cogent editorial pens. Most of the discussion on political, social and economic questions was carried on by small numbers of men. Many of these were great thinkers, but inclined to be dogmatic. Their opinions expressed in verbose editorials were accepted by their readers without question. Some favored one set of opinions. Others leaned to another political school or dogma. It was a journalism which said, “Do as you are told; never mind what you think.” Thus political divisions were few and definite. The journalism of the past was an editorial journalism. It is now a journalism of news, not of opinions. The modern citizen does not want his thinking done by proxy. He asks for the news, the whole news and nothing but the news. Give him the facts. He will do his own thinking and form his own conclusions.

Can it not also be said that journalism is on a higher plane than formerly? It has passed the age of individualism which marked the earlier development of the newspaper. The best examples of newspapers today are remarkable for their impersonality. They are based on motives of seeking the greatest good for the greatest number. The days have passed when one or two men can make a newspaper. It is not the editor who is the chief of journalism today. It is the reporter. He is the real journalist.

Another strong point of difference between journalism of yesterday and today lies in the manner of gathering and distributing the news. These two quantities are paramount in modern journalism. Progress of things in general has brought into play methods of collecting and circulating news not possible in the early stages of journalism. But with the limited means at their command careful examination will show that more news could have been gathered and distributed even in those days. The main reason this was not done was that the real and vital importance of the chronicling of minor

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daily happenings was not then understood to be of more value than editorial homilies.

Foremost in all the world today stand the newspapers of the United States in the realization of the value of gathering all the news rapidly and accurately and distributing the daily and so called ephemeral happenings day by day, aye, hour by hour, to every quarter of the globe, to every township and hamlet of the United States. Some of the feats of twentieth century journalism are stupendous. If the public could be shown the inside workings of the newspaper world their present mild wonder would be turned into amazement and even awe. This is not an overstatement. Unfortunately, no matter how clever the author may be who attempts such a task as a description of these marvels he could not do justice to the effort. The lay mind could not take in the details of the work. Only the newspaper man can value and admire it for its real worth. The modern newspaper is working on the same lines with science in that each new step forward tends to eliminate time and space.

American journalism has been censured by critics of the Old World as lacking dignity. No one will say that American journalism is perfect. It has, however, certain qualities peculiarly its own, and these the journalism of the Old World will be compelled to imitate. In a measure, it is already doing so. In the United States it was and is, for that matter, imperative that a mass of alien people should be educated by a system of comparative values in various economic policies which no one can decide but themselves. This work is ably done by the newspapers. The journalism of today aims to give all the news, so that individuals may do their own thinking. It is this individual thinking that is the safeguard of American institutions and has placed the United States in the lead of all the nations of the earth. To analyze what is good and what is evil in the journalism of our time comes not within the province of this foreword. Broadly considered, American journalism is the best in the world.

With reference to European critics of American newspapers, it is well to draw their attention to a fact which they fail to consider—the vast difference between the mental activity in this country and in the older one. The contrast can be seen by noting the strides made by the United States in any given period as compared with the progress of other nations. This mental activity and the cause of it is a subject for the psychologist. But it is undoubtedly this activity of brain that has created the demand for illustrated journalism. There is much the reader wants to know but cannot spare

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the time to learn in a long article. He wants the whole thing in a flash. It is to attain this end that what may be called the ideographic form of journalism is used in the form of a picture-photograph or sketch. Whether this be a good or bad development of mentality is another point for psychologists to determine. There is no gainsaying that such a phase of mentality is on the increase, and it is to this form of national mental development that illustrated journalism appeals. If it be true journalism, it will remain. The same may be said of the so called "yellow" journalism. If that be true journalism, it will remain.

But of one thing all may rest assured, the journalism of the future will be neither red nor yellow. It will be a *white* journalism standing for all that is true and for all time.

A black and white portrait of a man with a mustache, wearing a suit and tie, looking slightly to the right. The portrait is centered in the upper half of the page.

GEO. H. ROWE

Journalist

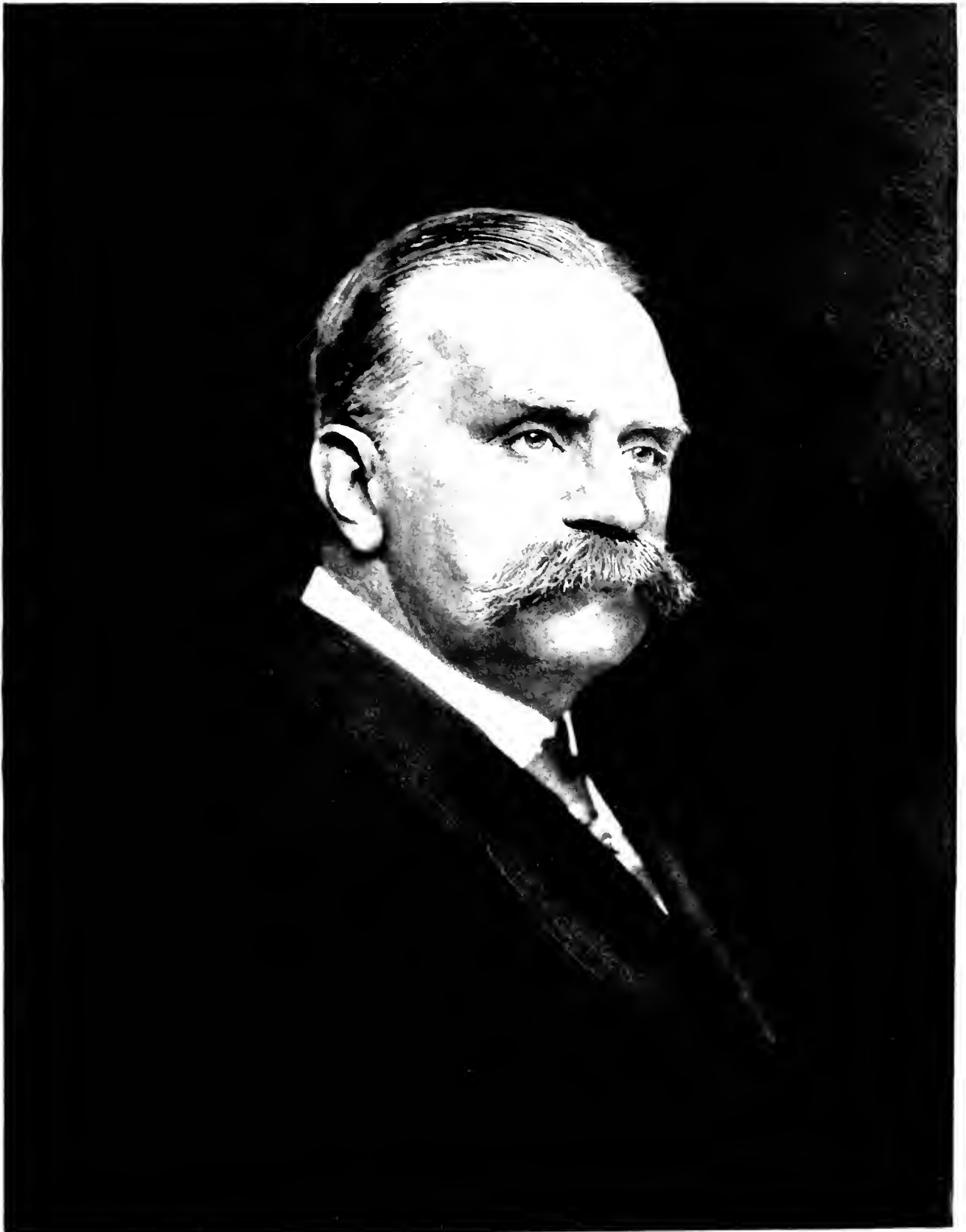
President N. Y. Press Club

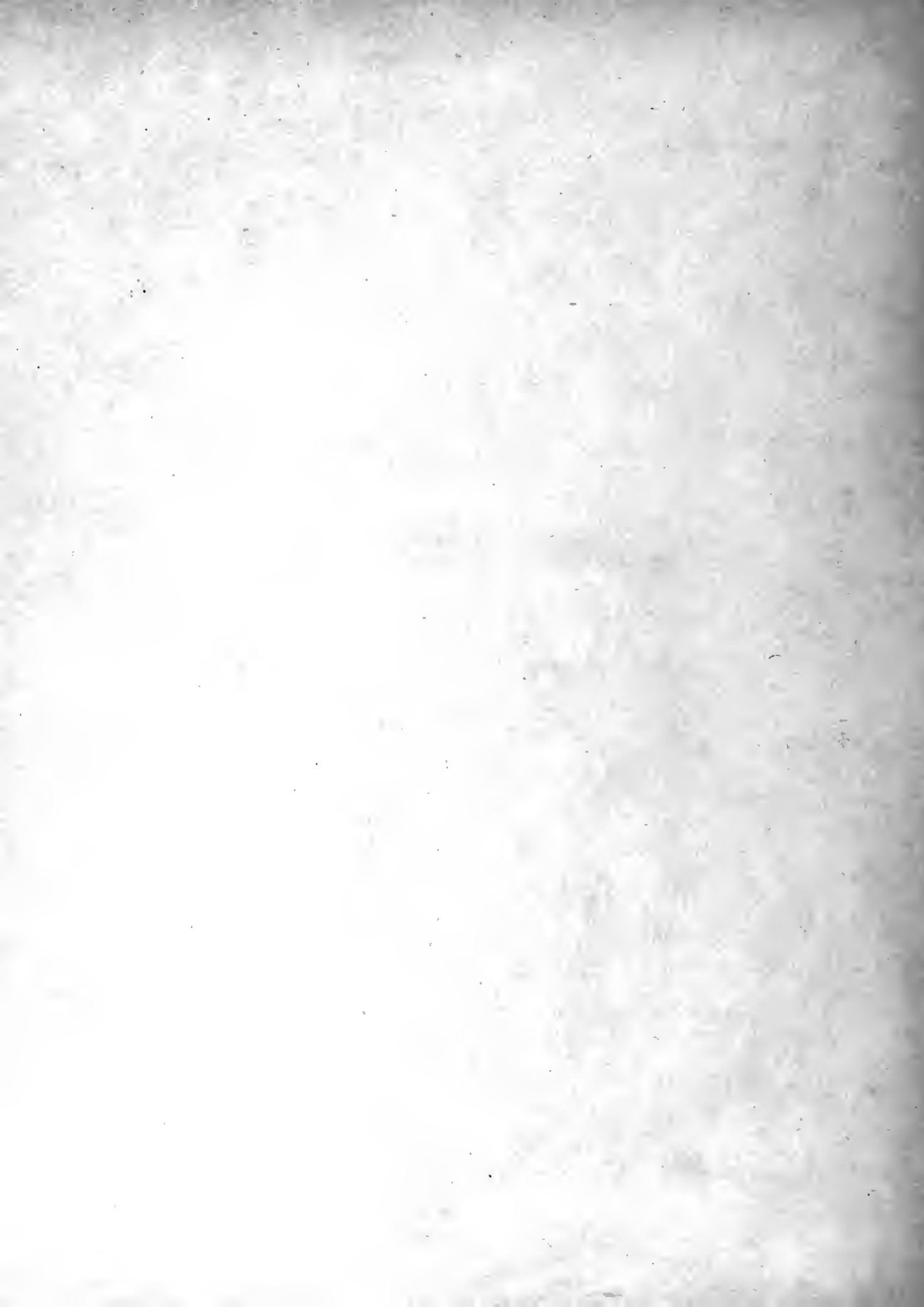
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GEO. H. ROWE





THE NEW YORK PRESS CLUB

BY GEORGE H. ROWE,

President of the New York Press Club.

The New York Press Club is today the largest social organization of newspaper workers in the world. While it is local in its scope, its membership is cosmopolitan in character. Men who belong to it may be found in every part of the civilized globe. They are in the great capitals of Europe, in China, Japan, the Philippines, in the West Indies, in South America and in the frozen North. They are war or special correspondents, editors, consuls and even ambassadors. Some of them have not been in New York for years, but keep up their connection with the club, not only because it gives them a certain desirable prestige among foreign journalists, but also because it keeps them in touch with the whole world of newspaperdom.

Like most institutions of its kind, the New York Press Club had a very humble beginning. On the afternoon of December 4, 1872, three men sat at a round top table in the rear of Schalk's restaurant, at No. 120 Nassau street. They were James Pooton, of the New York News Association, the original flimsy news bureau; Howard Carroll, the political reporter of the New York Times, and Jeremiah J. Roche, of the New York Herald.

As they chatted together the subject of the formation of a social press organization was brought up. The several attempts that had been made to establish such a club and their subsequent failure were duly discussed. The editors of the leading papers were opposed to such associations for various reasons, but principally because they thought they would bring the reporters too closely together and absorb too much of their time. James Gordon Bennett posted a notice in the Herald office that he would discharge any member of his staff who joined them.

But, notwithstanding the fate of previous associations, Messrs. Pooton, Carroll and Roche agreed that a press club could be made a success. There were in the city enough newspaper men of the right kind to form such an organization, if they could only be brought har-

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moniously together. Finally Mr. Pooton, who had taken the lead in the discussion and who had devoted considerable thought to the subject, said:

"Let us start a press club right here and now, and never give up until it is firmly established. Let us begin on a modest basis, with a small initiation fee, light dues and weekly meetings, and we will in time arouse sufficient interest, when our objects are shown to be good, to enable the organization to become such a press club as New York should have."

Mr. Pooton's proposition was received with favor by his companions, and until a temporary board of officers could be chosen it was agreed that Mr. Pooton should act provisionally as president, Mr. Roche as vice president and Mr. Carroll as secretary and treasurer.

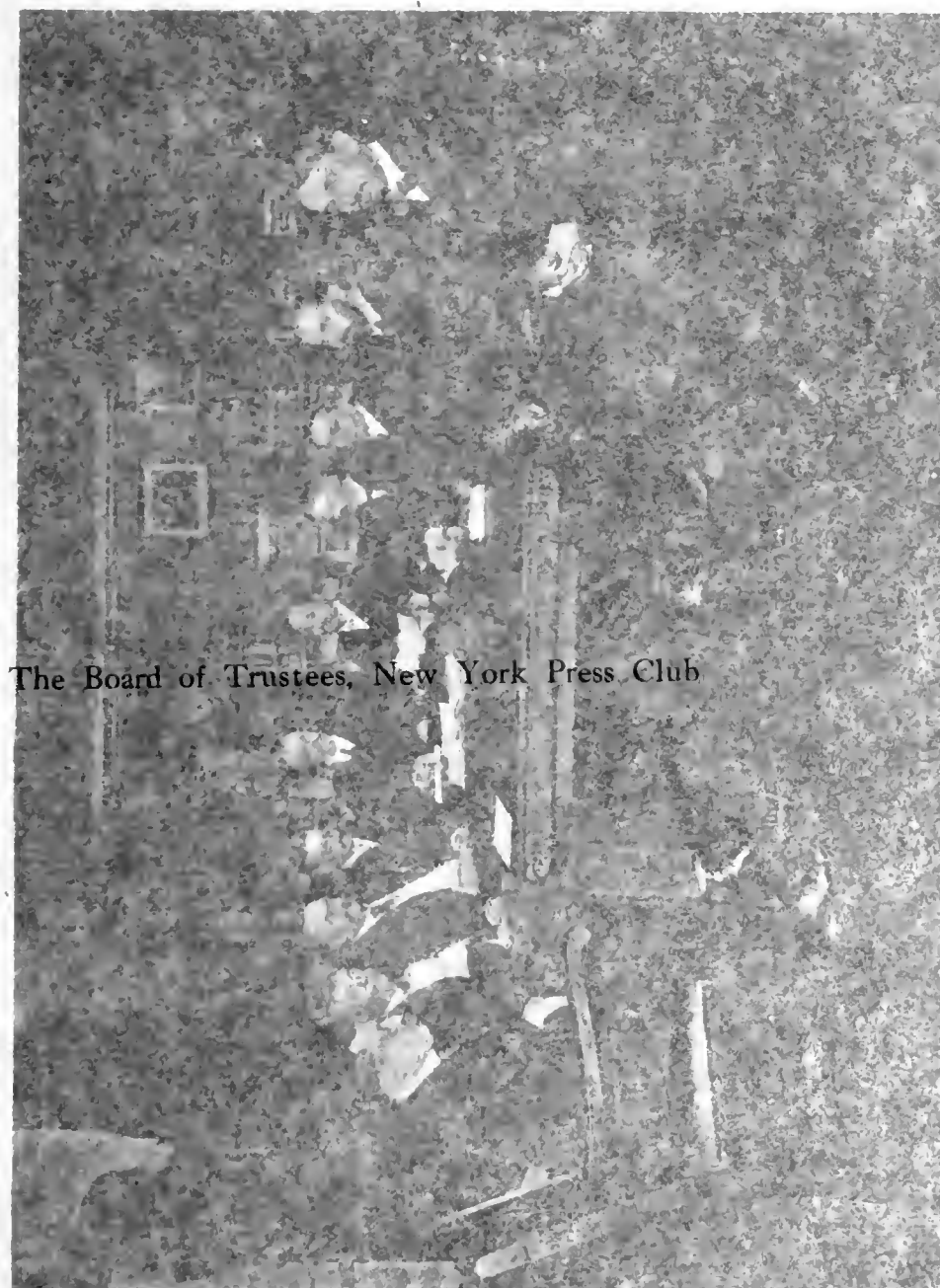
These three men then went to work to interest the newspaper workers of the city in the project. Several meetings were held to which the latter were invited. The subject was thoroughly canvassed and considerable enthusiasm was aroused. As the result of these meetings, on December 14 a temporary constitution and by-laws, prepared by Mr. Pooton, were adopted, and on December 21 the following temporary officers were chosen:

President, James Pooton; vice president, Jeremiah J. Roche; recording secretary, John J. Gilbert; treasurer, Alexander O. McGrew; executive committee, Howard Carroll, Caleb Dunn, George B. Taylor, Thomas J. Henderson and Jeremiah J. Roche.

On March 8, 1873, a permanent constitution and by-laws were adopted, and on March 15 the following permanent board of officers was chosen:

President, James Pooton; vice president, Jeremiah J. Roche; recording secretary, Edward D. Foulke; corresponding secretary, Caleb Dunn; financial secretary, Charles F. Hart; treasurer, Michael McNierney; mandator, Oliver B. Stout; executive committee, Edward D. Foulke, Michael McNierney, H. P. Mason, Oliver B. Stout, James C. Carlisle, P. J. Finn and John W. Hamilton.

It is interesting to note that the three men who organized the Journalistic Fraternity, as the club was then called, are still living, but are no longer actively engaged in journalism. James Pooton, the first president, who in newspaper circles is affectionately called "the Father of the Press Club," has for over twenty years held an important position in the New York Custom House. He writes a column of matter every week for Allan Forman's *Journalist* and contributes an occasional article to other periodicals.



The Board of Trustees, New York Press Club

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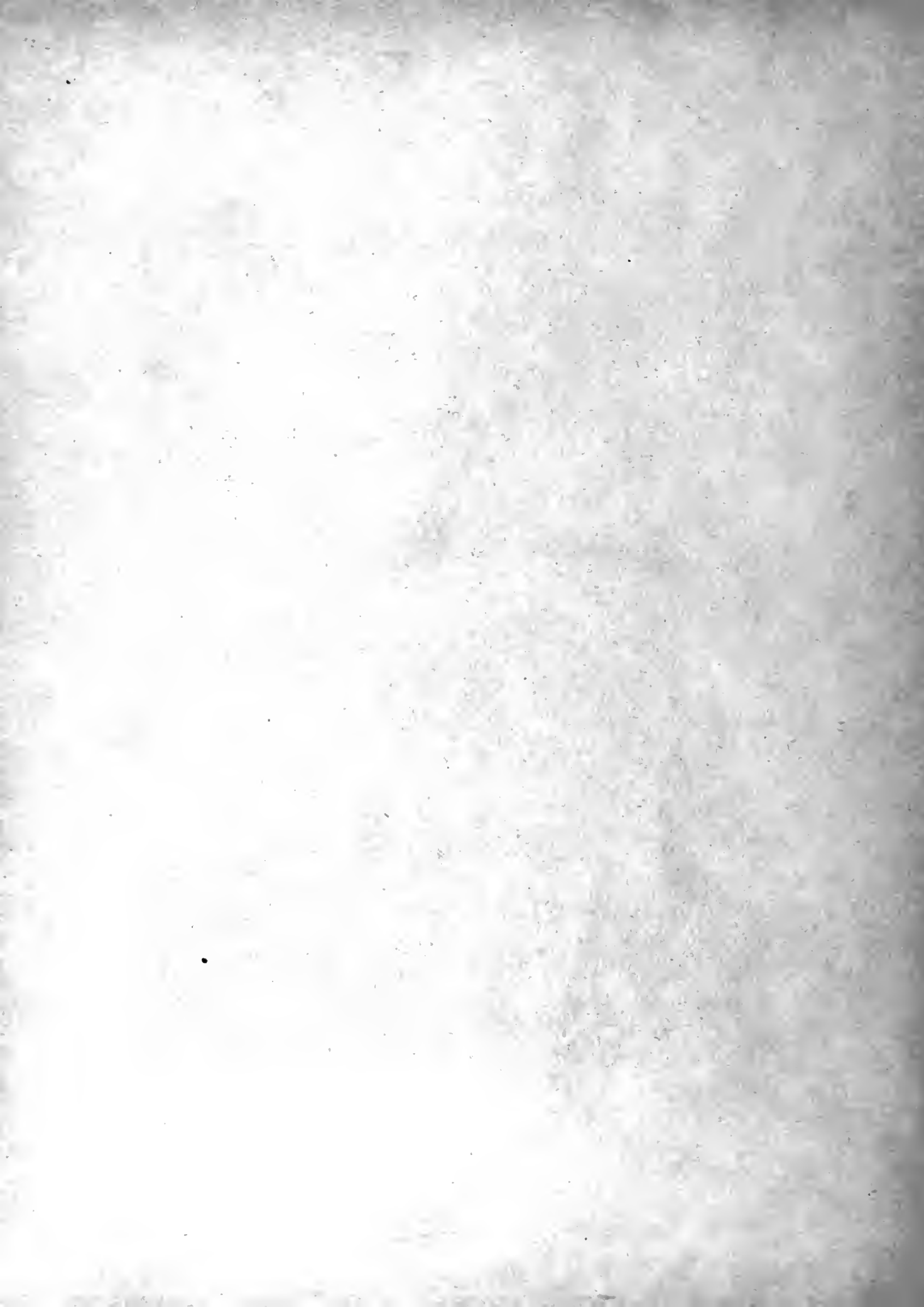
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PHOTOGRAPH BY E. COLOR CO. NY

NY PRESS CLUB



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Howard Carroll, after making a brilliant record as Washington correspondent of the Times, gave up newspaper work for a business career. He is now vice president of the Starin Transportation Company and president of the Sicilian Asphalt Paving Company.

Jeremiah J. Roche many years ago turned his attention to railroad building, in which occupation he has amassed a fortune. He is the owner of several large cattle ranches in Texas, where he resides.

Although during the first year of its history the club had no established home, the weekly meetings being held in the Park Hotel, which stood on the site of the Morse Building, corner of Beekman and Nassau streets; the United States Court Building or in the Astor House, and offered no special advantages to members, nevertheless sixty-eight newspaper workers joined the fraternity. It was the idea behind the organization—comradeship—that appealed with gripping force to every wielder of the pen and pencil. For years the editors of the great dailies had done all they could to arouse and foster a feeling of bitter rivalry between the members of their own staffs and those employed on other papers. Although a few men refused to be forced into such a disreputable relationship with their fellow workers, all knew that their bread and butter depended in a large measure upon their ability to make their employers believe they were endeavoring to cut their rivals' throats whenever opportunity offered.

The new club was an organized protest against such conditions. Newspaper men of spirit believed that the time had come for asserting their independence. They could see no reason why they should remain the catspaws of their employers. There was a wide difference between fair and unfair rivalry in news gathering; the one was necessary, the other reprehensible and avoidable. And yet it took a fair measure of courage to join the new organization. Membership might mean dismissal, and dismissal a hard struggle to secure another position.

Much to the surprise of everybody the Journalistic Fraternity did not arouse the enmity of the leading editors of the city. This was probably due to the fact that among those who joined it during the first twelve months after it was organized were some of the ablest members of their staffs.

In December, 1873, the club hired a room at No. 6 Centre street, just above the Staats Zeitung Building, for its first permanent headquarters. It was not a particularly inviting place, even when the committee having its furnishing in charge had completed its labors. The floor was covered with manila matting, the cheapest and most dur-

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able material available. The wooden seated chairs and unpainted deal tables, contributed by the United States Marshal, comprised the entire stock of furniture. And yet bare though it was, it was home to the members, who had never before known what it was to have a warm, comfortable place of assembly outside of the saloons and hotel barrooms along Park Row and Nassau street.

The first annual dinner of the club, which was attended by ninety members and guests, was held in the clubroom in the early part of 1874. There have been times of stress since then when it was doubtful whether the organization would weather the financial storms that assailed it; but never has a year passed that the members, few or many, as the case might be, have not sat down together at dinner at least once.

In 1874 the burial plot at the Cypress Hills Cemetery was presented to the club by the trustees of the corporation through the influence of Thomas Bonar, an engraver, who was made an honorary member in recognition of his services. The presentation of this plot made it necessary for the organization to become an incorporated body, and so on October 13 a certificate of incorporation was duly filed, James Pooton, George F. Williams, William H. Stiner, Charles H. Bladen, William L. D. O'Grady and Dr. Joseph A. Peters being named as trustees. It was at this time that the name of the association was changed from "The Journalistic Fraternity" to "The New York Press Club."

Little was done to improve the Cypress Hills burial plot until 1886, when the matter was taken up by Col. John A. Cockerill and some of the active members of the club. In order to raise funds for the purpose Joseph Howard, Jr., one of the best known members, delivered a lecture at Wallack's Theatre on the evening of May 9. On this occasion Mr. Howard, who never spoke more eloquently in his life, was greeted by an audience that filled every seat in the spacious theatre. As the result of the entertainment the net sum of \$3,775.50 was placed at the club's disposal. Among others who delivered lectures for the benefit of the fund were Henry Ward Beecher, Col. Robert Ingersoll and the Rev. W. S. Rainsford.

On June 12, the following year, a beautiful granite monument, thirty-eight feet high, erected at a cost of \$1,200, and bearing on the base of the pedestal the inscription, "Erected by the New York Press Club," was unveiled in the presence of over five thousand people. It was one of the most notable events in the history of the organization. Upon the platform were seated many men distinguished in business



The building was a small, two-story structure and unpainted. It was situated on the corner of Nassau street and Nassau street. And yet I am tonight here, it was home to me. I had never before known what it was to have a place of assembly outside of the city and hotel.

The first meeting of the club, which was attended by a large number of members, was held in the clubroom in the early part of the year. It was a time when it was difficult to find a place for the members, few or many, as the case might be, to meet together at dinner at least once.

The Hills Cemetery was pre-arranged for the corporation through the influence of the Rev. A. C. Cockerill, who was made an honorary member of the club. The present name of this plot is the New York Press Club Burial Plot. H. Charles, Jr., of the New York Press, and Charles H. Peters being the associates in the association. The New York Press Club.

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PHOTOGRAPH BY COLOR CO. NY

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and professional circles. The oration was delivered by Chauncey M. Depew, who never made a more profound impression upon an audience. Addresses were also delivered by the Rev. T. De Witt Talmage and Joseph Howard, Jr. Hugh Farrar McDermott read an original poem and the Rev. Dr. W. S. Rainsford pronounced the benediction. The Amphion Chorus of Brooklyn rendered several selections during the exercises in a most effective manner.

In the Press Club plot in Cypress Hills Cemetery now lies the dust of fifty-five newspaper workers who, although not all members of the club, were, nevertheless, brothers of the Fourth Estate, and its broad charity gave them a final resting place in this beautiful spot, where the sun shines with caressing rays and where the soft rustling of the leaves of the trees furnish a sweet requiem.

Among the many verses which this burial place has inspired none has struck a more responsive chord than the following lines from the pen of Alfred Trumble:

DEAD IN THE HARNESS.

To the Fallen of the New York Press Club at Cypress Hills.

"Dead in the harness!", when old Rome was strong,
Was highest honor Roman dreamed to win.
Tho' wealth and power might to him belong
His crown of pride came in the deadly din
When the fierce legions battled sword to sword,
And the war eagles o'er their banquets soared.

Dead lies old Rome, sepulchred in the past,
Her tumbled glories to decay the prize;
But fame, that must all mortal deeds outlast,
Still makes it honor high in mortal eyes
To die in harness, with an armed band.
So died these all, but wielding pen, not brand.

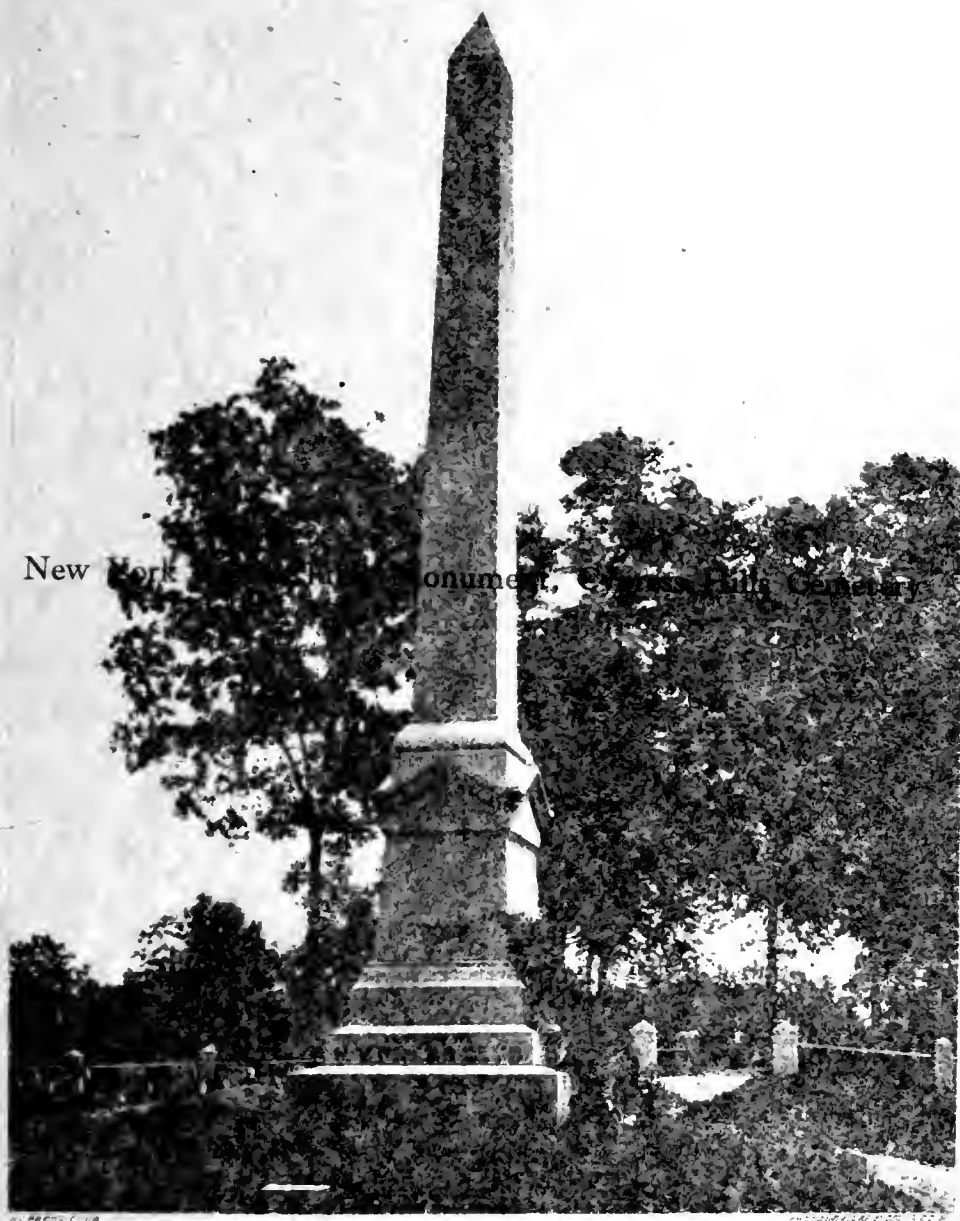
In press of bloodless battle they went down
Honoring others, and themselves unsung;
Winning their victories without renown;
Unnoticed, with their deeds on every tongue.
"Dead in the harness!" Carve it deep and clear.
Such foes as these Rome's self has cause to fear.

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The list of those buried in the Press Club plot includes the following:

Franz von Aldenhoven, August 31, 1875.
Terence A. Brady, March 21, 1878.
Henry M. Payne, January 13, 1883.
Frederick Bingham, January 17, 1883.
Alexander Allen, March 23, 1883.
Horace H. Harrison, June 4, 1883.
John B. Wood, January 30, 1884.
Daniel B. Hopkins, March 30, 1884.
James M. Odervain, May 14, 1884.
William Donnelly, February 26, 1885.
John Campbell, January 3, 1886.
Frank Wilcox, February 22, 1886.
Charles H. Pulham, February 3, 1887.
Henry Hill and child, January 3, 1888.
Frank H. T. Bellew, June 1, 1888.
Fred J. Elliott, July 17, 1888.
Thomas Dawson, September 17, 1888.
Morgan H. Johnson, October 9, 1888.
Nicholas L. Thieblin, November 4, 1888.
John Yates, December 28, 1888.
James Alexander, February 19, 1889.
George Slater, August 18, 1889.
John A. Greene, September 4, 1889.
John Derrig, January 8, 1890.
Thomas Higgins, January 9, 1890.
John W. Watson, July 21, 1890.
John Moran, November 18, 1890.
Thomas Picton, February 24, 1891.
Clifton W. Tayleure, April 15, 1891.
Charles Killeen, September 1, 1891.
John F. Mines, November 8, 1891.
George A. Leach, August 12, 1892.
James F. Nevins, May 1, 1892.
Louis Neumann, December 9, 1892.
Ambrose E. Fanning, February 12, 1893.
Alfred C. Fenn, September 1, 1893.
Patrick Connelly, April 16, 1894.
Henry J. Shellman, December 15, 1894.
Charles B. Cook, June 7, 1896.

New York Public Library, Monument, Charles Hall, Cemetery





N.Y. PRESS CLUB

PHOTOGRAPH BY G. G. G. CO. N.Y.

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Frederick Hemming, May 25, 1897.
Caleb Dunn, September 11, 1897.
William R. Valentine, July 30, 1897.
Edward Burke, May 9, 1898.
William B. Cockran, June 2, 1898.
Maurice J. O'Connor, June 7, 1899.
Charles H. Bladen, July 5, 1899.
Thomas Beals, September 14, 1899.
Benjamin Northrop, April 24, 1900.
Thomas A. Masterson, April 29, 1901.
Frederic de T. Clot, May 24, 1901.
Charles Sotheran, June 27, 1902.
William Inglis, October 9, 1902.
Isaac G. Reed, January 30, 1903.
Charles E. Dowe, February 17, 1904.
Thomas M. Cook, January 6, 1905.

As the receipts of the club in the early days of its career did not begin to pay expenses, it became necessary from time to time to assess the members to keep the club out of debt. The dues at the start were fixed at 10 cents a week and the initiation fee at \$1; but when the club moved into its new quarters at No. 6 Centre street the dues were increased to \$1 a month and the initiation fee to \$5.

In order to put the club on a firmer financial footing a committee of seven was appointed to call upon the editors of the leading dailies and secure their co-operation and financial aid. The response to the committee's appeals was hearty and even enthusiastic. Dana, Otten-dorfer, Bennett, Greeley, Bonner and Jones, of New York, and George W. Childs, of Philadelphia, contributed money to the cause.

With the funds thus obtained two rooms were added to the one already in use at No. 6 Centre street. In one of these a prize billiard table was placed and in the other a bookcase for a library, and a piano. The first books placed upon the shelves were a set of Apple-ton's Encyclopædia, presented by Charles A. Dana, and bound files of the daily papers, dating almost from their first issues, presented by Mayor A. Oakey Hall from his private library. The floors of the rooms were handsomely carpeted and the walls were hung with pictures.

When the work was finished the club issued invitations to all the newspaper men of the city, Brooklyn and Jersey City to attend a housewarming. From 10 o'clock in the morning until 4 o'clock the next morning the rooms were crowded with visitors. Many con-

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gratulatory speeches were made, and over two hundred applications for membership were received.

The satisfactory results secured through the holding of this housewarming led the club to establish weekly Saturday evening receptions, which for several years were a popular feature in the newspaper life of the city. The entertainment furnished on these occasions was contributed by members of the club, by actors from the several theatres and occasionally by distinguished visitors from out of town.

At the end of this year—1875—the club had attained a membership of 222. Of this number forty were from the Herald and twenty-eight from the Times.

An interesting incident occurred at the club's annual dinner held at Mouquin's restaurant, in Fulton street, on December 4 of this year. The attendance was large, and seated at the guests' table were Peter Cooper, Postmaster Thomas L. James, Police Superintendent George Walling, the Rev. T. De Witt Talmage and George Bliss. Ex-Mayor Oakey Hall was on his feet delivering an after dinner speech when news was brought to Superintendent Walling that Tweed had escaped from Ludlow Street Jail. Scarcely had the report been received when messengers from the editors of the daily newspapers rushed in with orders for all reporters to return at once to their several offices for duty. In less than two minutes fifty men left the room. Mr. Hall, apparently not in the least disturbed by the interruption, then resumed his speech.

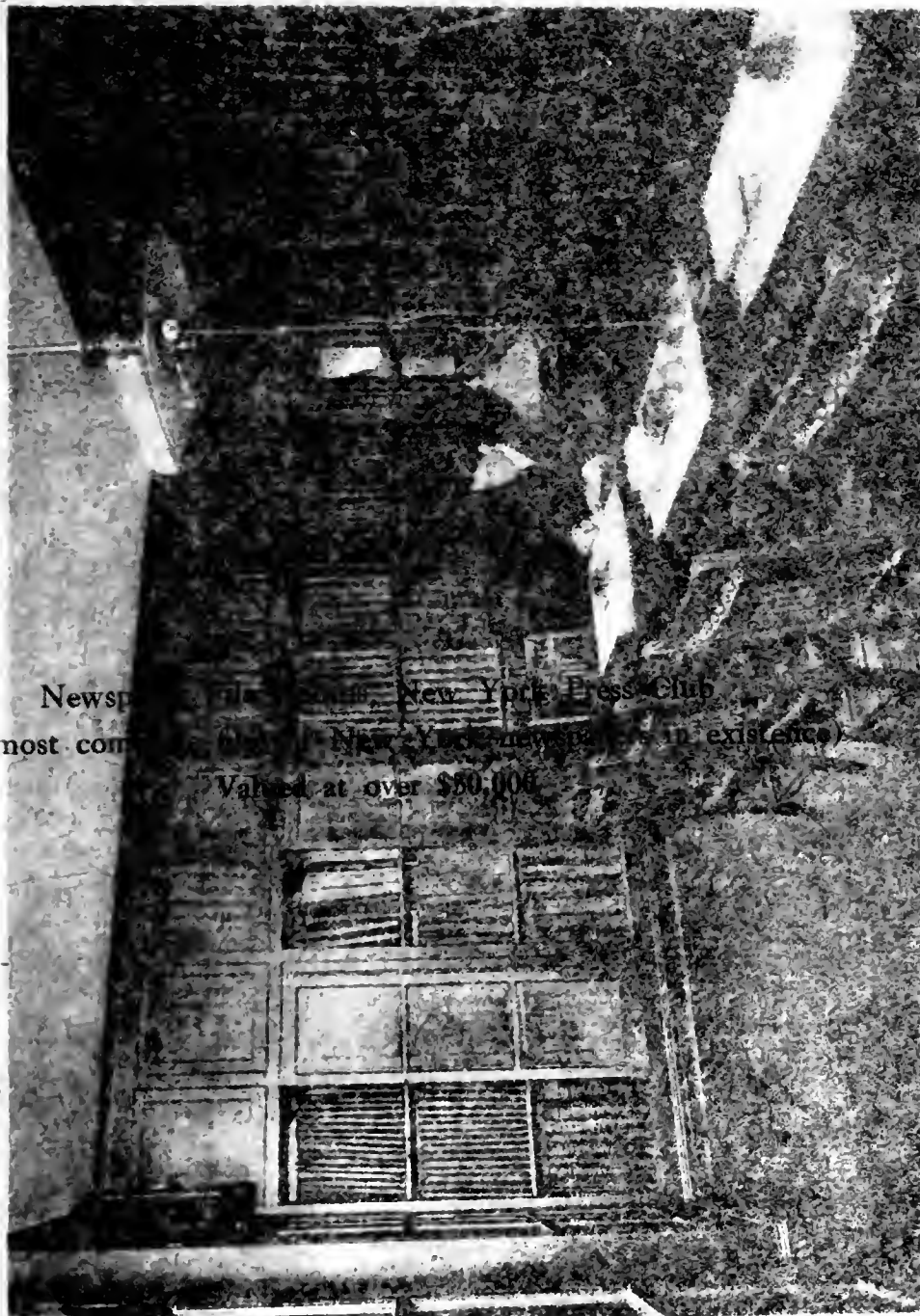
It was soon after the Centre street clubrooms had been decorated and furnished that Major Williams met Horace Greeley in City Hall Park and induced him to visit them. After climbing the stairs Mr. Greeley looked at the bookcases, the pictures, the billiard table and the piano, and then exclaimed in his squeaky, falsetto voice:

"You boys are damned nicely fixed here, and these rooms are very clean; but how the hell can you write copy here, after being accustomed to the dust and litter of a newspaper office? I couldn't do it."

In 1878 the club decided to lease more central headquarters in the Wood Building, 119 to 121 Nassau street, for which John C. Hennessy, chairman of the board of trustees, was authorized to sign a lease for five years at an annual rental of \$1,000.

The housewarming held in the new rooms June 4, 1879, was a notable affair. Among those present were Henry Ward Beecher, who had recently been elected a member of the club; Thurlow Weed,

Newspapers in the New York Press Club
(The most complete collection of New York newspapers in existence)
Valued at over \$50,000



gratulatory speeches were made and were followed by resolutions and the membership was renewed.

The satisfactory results of the annual meeting of this housewarming led the club to extend its work by giving receptions, which for several years were a regular feature in the newspaper life of the city. The entertainment furnished on these occasions was contributed by members of the club, by actors from the several theatres and occasionally by distinguished visitors from out of town.

At the end of this year 1875 the club had attained a membership of 100. Its members were from the Herald and Tribune.

A very interesting incident occurred at the club's annual dinner held at the restaurant, in Fulton street, on December 4 of this year. The room was large, and seated at the guests' table were Peter B. Wideman, treasurer Thomas L. James, Police Superintendent George W. Tamm, Rev. T. De Witt Talmage and George Bliss. Ex-Mayor William T. Tweed was in the room delivering an after dinner speech when a messenger came in and announced that Tweed had escaped from the city. Suddenly had the report been received when the doors of the club were opened and the daily newspapers rushed in with the news.

At the same time several offices for newspaper file rooms, New York Press Club, New York men left the room. Mr. Hall, (the most complete of New York newspapers in existence) then re-
Valued at over \$250,000

From 1875 to 1878 the Centre street clubrooms had been decorated by Major Williams met Horace Greeley in City Hall and asked him to visit them. After climbing the stairs Mr. Williams looked at the bookcases, the pictures, the billiard table and the and then exclaimed in his squeaky, falsetto voice:

"These rooms are furnished nicely, fixed here, and these rooms are very good. But now the hell can you write copy here, after being surrounded to the dust and filth of a newspaper office? I couldn't write."

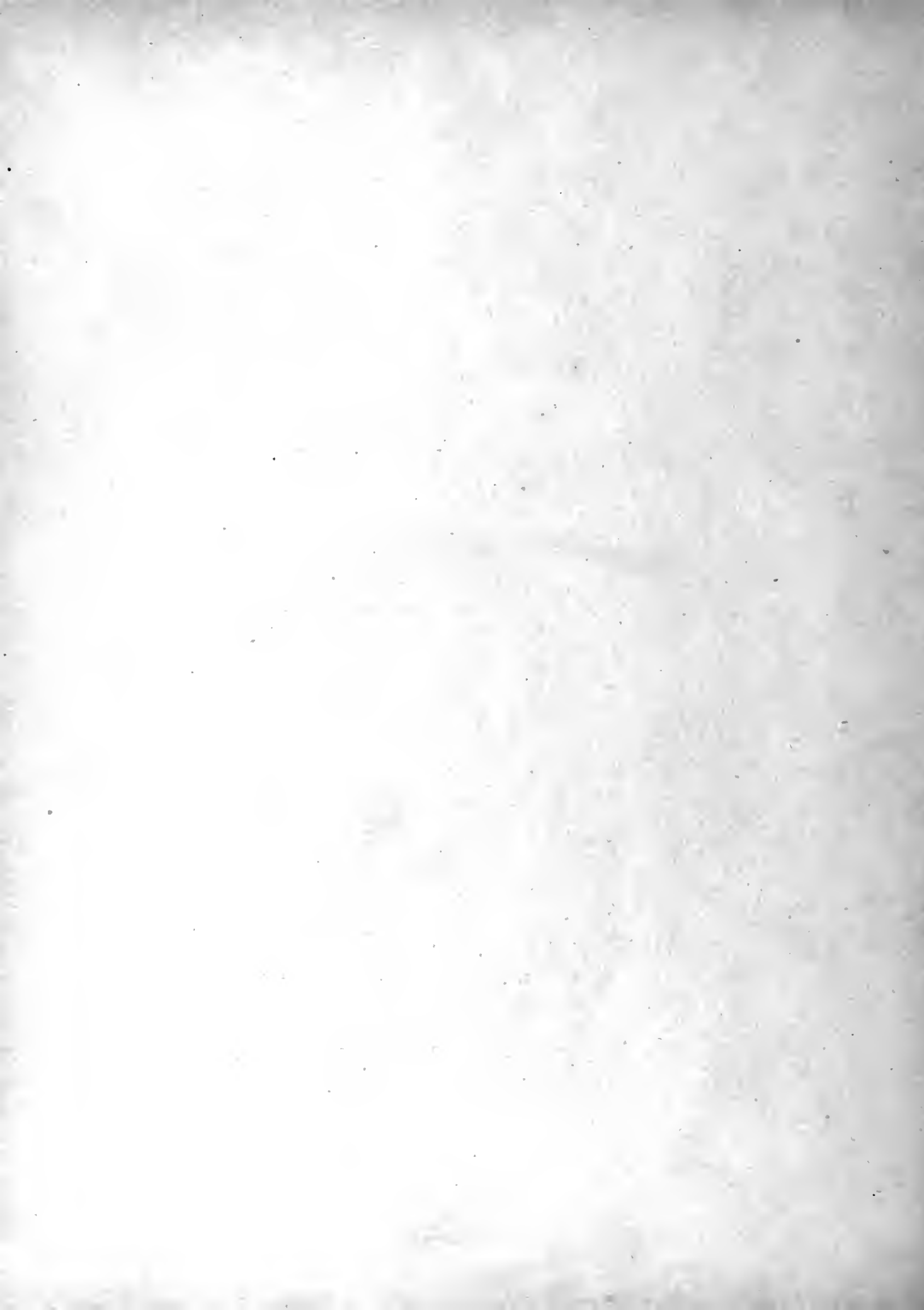
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George Jones, editor of the Times; William McDonald, the sculptor; Walt Whitman, Judge David McAdam, and Governor Lee, of Wyoming Territory.

The Press Club has given many celebrated dinners during the thirty-three years of its existence, but probably none in its earlier history attracted so much attention as the one held at the St. Nicholas Hotel, in Broadway, on January 6, 1881, when Gen. Ulysses S. Grant was the guest of honor.

The list of after-dinner speakers was unusually attractive, and the great banquet room was crowded with journalists, lawyers, public officials and business men. Those who delivered addresses were Gen. W. T. Sherman, who responded to the toast "The Army of the United States"; Commodore Nicholson replied to "The Army and the Navy"; Mayor Grace, to "The City of New York"; Henry Ward Beecher, to "Our Sister City"; Benson J. Lossing, to "American Literature: Its Past, Present and Future"; Joseph Howard, Jr., to "Bohemians in Gotham"; Lawrence Barrett, to "The American Drama," and John Foord, to "The Newspaper Fraternity."

When President John C. Hennessy arose and introduced "The Republic's Honored ex-President, General U. S. Grant," the diners gave the hero a hearty salute of applause, and then settled back in their seats to listen to what they supposed would be one of his brief, perfunctory speeches. General Grant up to this time had never won fame as an orator. He never spoke in public when he could avoid it, because he was naturally averse to standing in the limelight of publicity and never felt at home when attempting to address an audience.

But on this occasion General Grant spoke with an ease of manner and an eloquence of expression that aroused the wonder and admiration of every hearer and established his reputation as an orator. He said, in part:

"I suppose you will expect me to say something about the press of New York, the press of the United States and the press of the world. I confess that at some periods of my life, when I have read what you have had to say about me, I have lost all faith and all hope. (Laughter.) But since a young editor has spoken for the press and has fixed the lifetime of a generation of newspaper men at about twelve years (laughter), I have a growing hope within me that in the future the press may be able to do some of the great good which we all admit it is possible for it to do.

"I have been somewhat of a reader of newspapers for forty years.

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There is one peculiarity I have observed, and that is that in all the walks of life outside the press people have entirely mistaken their profession, their occupation. I never knew a mayor of a city, or even a councilman of a city, any public officer, any government official; I never knew a member of Congress, a Senator or a President of the United States who could not be enlightened in his duties by the youngest member of the press. (Laughter.)

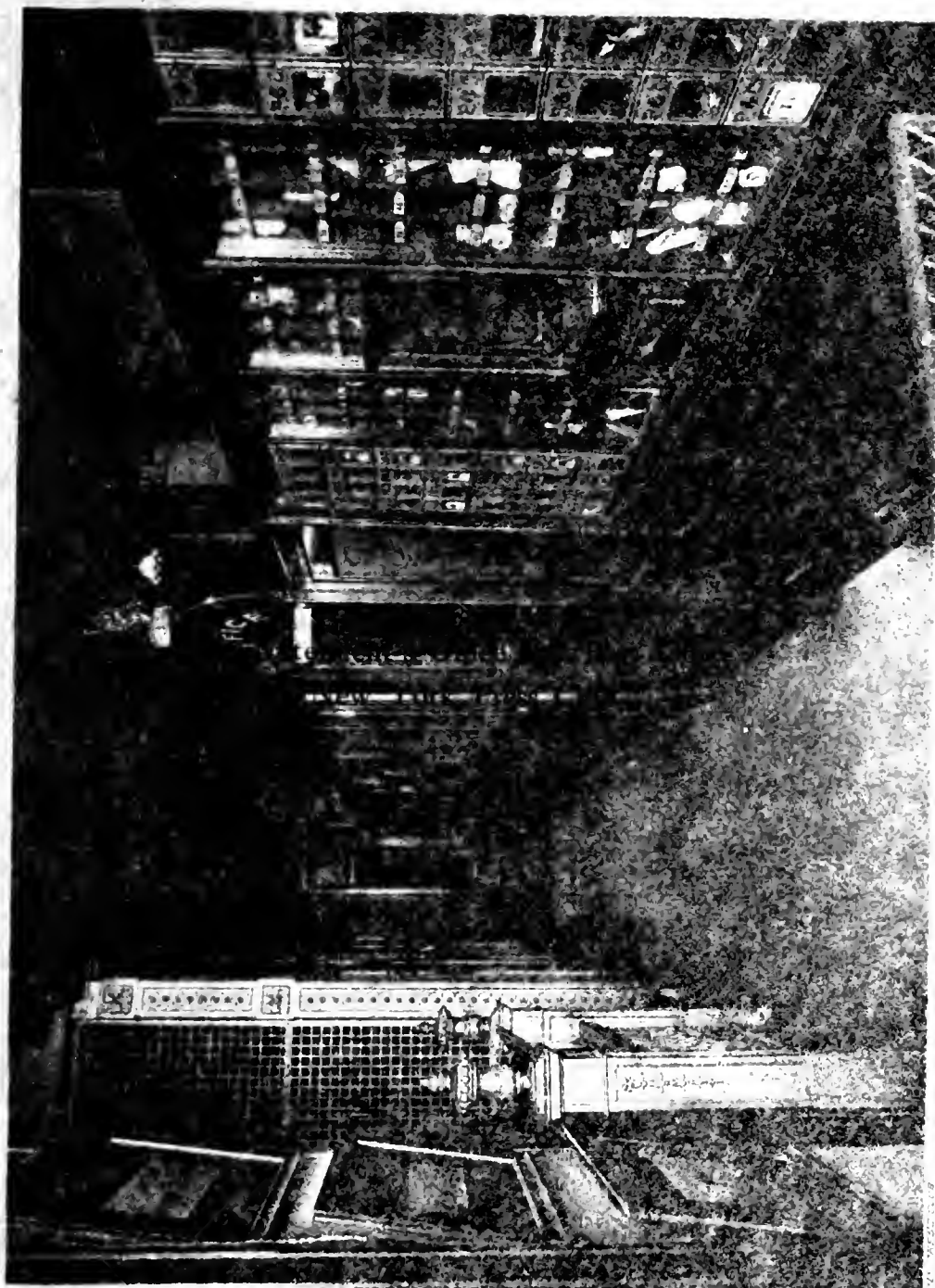
"I never knew a general to command a brigade, division, corps or army who could begin to do it as well as men far away in their sanctums, and I have wondered. I was very glad to learn that the newspaper fraternity was ready to take with perfect confidence any office that might be tendered to it, from President to mayor, and I have been astonished that citizens have not given it to them, because they might have known that all these offices would have been well and properly filled. (Laughter.)

"I hope that when the new generation, about twelve years hence, comes up I will again dine with the Press Club of New York and that I will see that those of this generation, who are so well fitted to fill all the civil offices, will have all been accommodated, until at last there shall be nothing left for them to criticise."

For the first time in its history a President of the United States was the chief guest of honor at the annual dinner of the club, held at the Hotel Astor, February 13, 1905. Theodore Roosevelt has always been a friend of the New York Press Club. When he was a Police Commissioner, and later when he occupied the Gubernatorial chair at Albany, he attended functions of a similar character given by the club. It was in recognition of his interest in its welfare that he was recently made an honorary member.

The presence of President Roosevelt at the last club dinner no doubt had much to do in bringing together one of the largest assemblages in the organization's career. Four hundred members and guests greeted the Chief Executive and gave him a welcome he will not soon forget. Seated on either side of President George H. Rowe at the table of honor were Monsignor Diomedea Falconi, the Papal Delegate; D-Cady Herrick, Baron Spec von Sternberg, and many other distinguished men of national reputation.

During 1881 the certificate of incorporation of the club was amended to allow the number of trustees to be increased from eight to thirteen. At the close of the year the membership was 385 and there was in the treasury \$1,800, a larger balance than that of any previous year.





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When the lease of the rooms in the Wood Building expired in 1883 the club moved across the street, to No. 120, where the four upper floors had been fitted up for its reception. The first floor was furnished as a parlor and restaurant, the second as a reading room, the third as a library and the fourth as a billiard room.

These were the most spacious quarters the club had ever had, and their possession added considerable prestige to its position among the social institutions of the city. They became the centre of newspaper life, and the scramble to obtain admission to the club extended not only to newspaper workers but to lawyers, doctors, merchants and professional men. Entertainments, to which journalists outside the club were occasionally invited, were provided, billiard and pool tournaments were held, and the organization increased in numerical strength and influence.

During the last year of the administration of Col. John A. Cockerill as president, which covered the period from 1888 to 1892, \$100,000 was raised in less than four months for the charitable and building fund of the club. The response to the appeals made to the business men of New York by the committee having the matter in charge was prompt and generous. Joseph Pulitzer, who sent his check for \$5,000, was the largest individual contributor, and J. C. La Vergne, who gave \$2,000, stood second. Those who subscribed \$1,000 each included Chauncey M. Depew, C. J. Perry, Thomas A. Edison, Robert Bonner, R. P. Flower, G. W. Childs, R. H. Macy & Co., Erastus Wiman, William Waldorf Astor, Henry B. Hyde, W. K. Vanderbilt, J. P. Morgan, Henry Villard, C. A. Hoyt, American Telephone and Telegraph Company, Henry Clews, Robert Hoe, William L. Brown, William Steinway, John Claflin, John Jacob Astor, John Reilly, Singer Sewing Machine Company, Jacob Ruppert, John W. Mackay, Richard Croker, Morton, Bliss & Co., J. H. Bates, James Gordon Bennett, William C. Whitney, Metropolitan Telephone and Telegraph Company, George Gould, C. P. Huntington, E. B. Harper, H. M. Flagler, Cornelius Vanderbilt, George Ehret and D. H. King, Jr.

The \$100,000 thus obtained was paid as part of the purchase price for the property at the northwestern corner of Frankfort and William streets, taken at a valuation of \$247,500, which, it was expected, would one day be the site of a new clubhouse. The following year—1893—a great fair was held at the Grand Central Palace for the purpose of raising money with which to pay off a large portion of the \$140,000 balance then due on the property; but for various reasons it proved a

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financial failure, much to the disappointment of the officers in charge of the enterprise, who had sacrificed their time and money for months in its behalf.

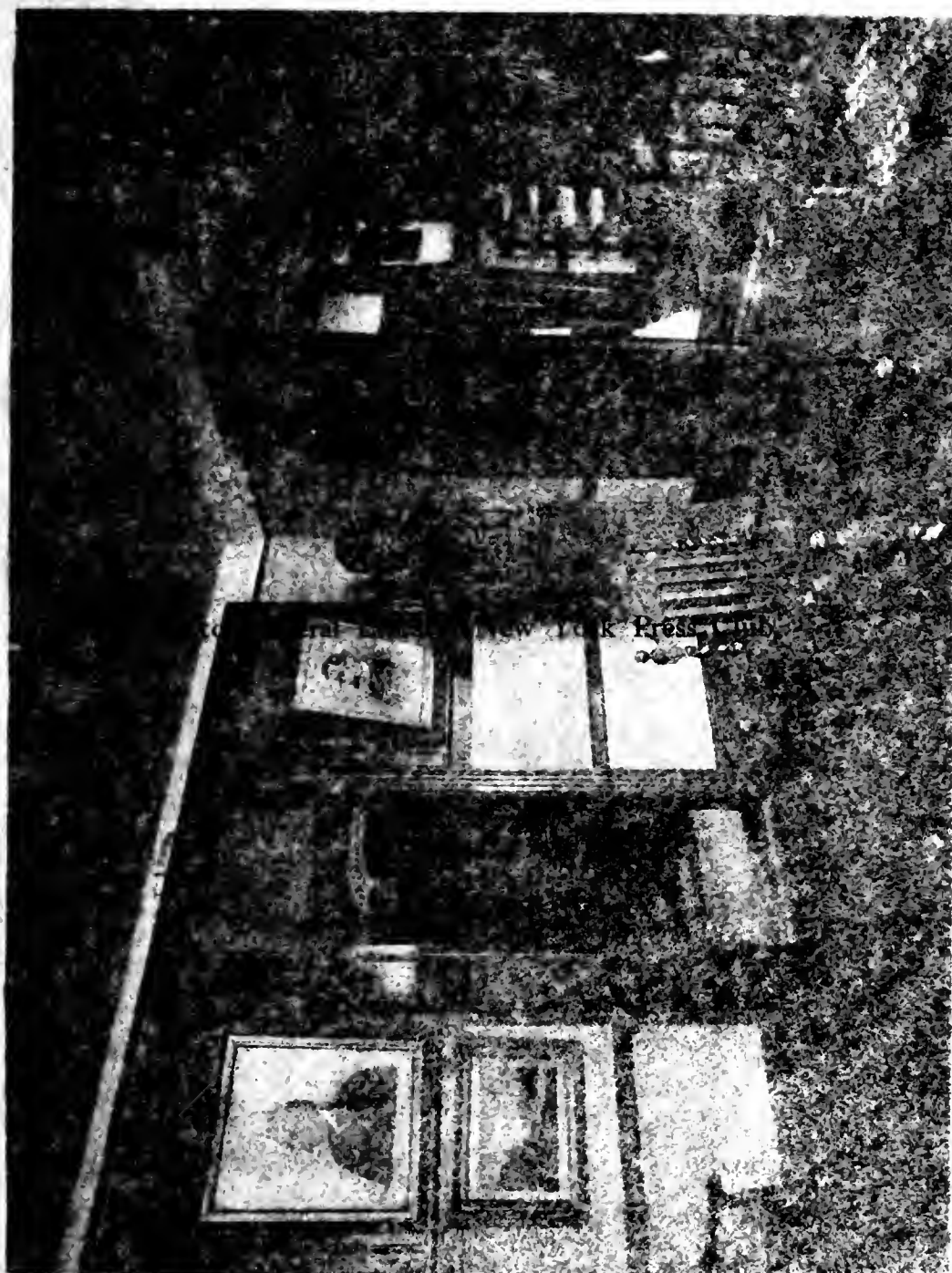
The Frankfort street purchase proved to be a white elephant on the club's hands. All efforts to reduce the indebtedness met with failure, and as the income from the property was not sufficient to pay the interest on the mortgage the balance had to be made up from the receipts for dues.

The real estate committee, acting under instructions from the board of trustees, for several years endeavored to find a purchaser for the property, but no one could be found who would pay enough to enable the club to realize the amount of its equity.

In 1904 Mr. Joseph Pulitzer, who had previously shown his deep interest in the club's welfare by giving \$10,000 for the endowment of two beds in Roosevelt Hospital for the use of the members, came forward with an offer to take the property off the club's hands. Two propositions were submitted; one that he would pay all accrued liabilities and give the club \$100,000 for its equity in the property; the other that he would give the club a floor in the new building which he proposes to erect on the site, rent free in perpetuity. Should the latter proposition be accepted, Mr. Pulitzer reserved the right to regain possession of the floor on a year's notice by paying the club \$100,000 in cash, or should the club for any reason desire to give up its quarters, on a year's notice Mr. Pulitzer agreed to pay the club \$100,000.

The generosity of this offer produced a profound impression upon the members, who elected to accept space in the new building in exchange for its real estate. Subsequently Mr. Pulitzer wrote the club that, because of the uncertainty regarding the erection of the building, owing to the condition of the labor market, he would prefer to let the matter rest until May 1, 1906, when the club may avail itself of the alternative proposition if it so desires. Later the title to the property was passed over to Mr. Pulitzer, under contract, who since then has discharged the mortgages held against it.

When Joseph Howard, Jr., was president of the club, in 1895, the members decided to lease new quarters at No. 34 West Twenty-sixth street. While there was strong opposition to the taking of this step, on the ground that an uptown clubhouse would be too far away from Park Row to be of service to the active workers, the friends of the project were too numerous to allow of its defeat. On May 20 the club took possession of its new home, a four story brownstone building. The comfort and even elegance of the rooms made them very attrac-



the club's financial condition, the disappointment of the officers in charge of the project, and the fact that their time and money for months had been lost.

The club's financial condition was so bad that it was considered to be a white elephant on the market. The club's indebtedness met with failure in the market, and the property was not sufficient to pay the debts. The club's financial condition was so bad that it had to be made up from the revenue of the club.

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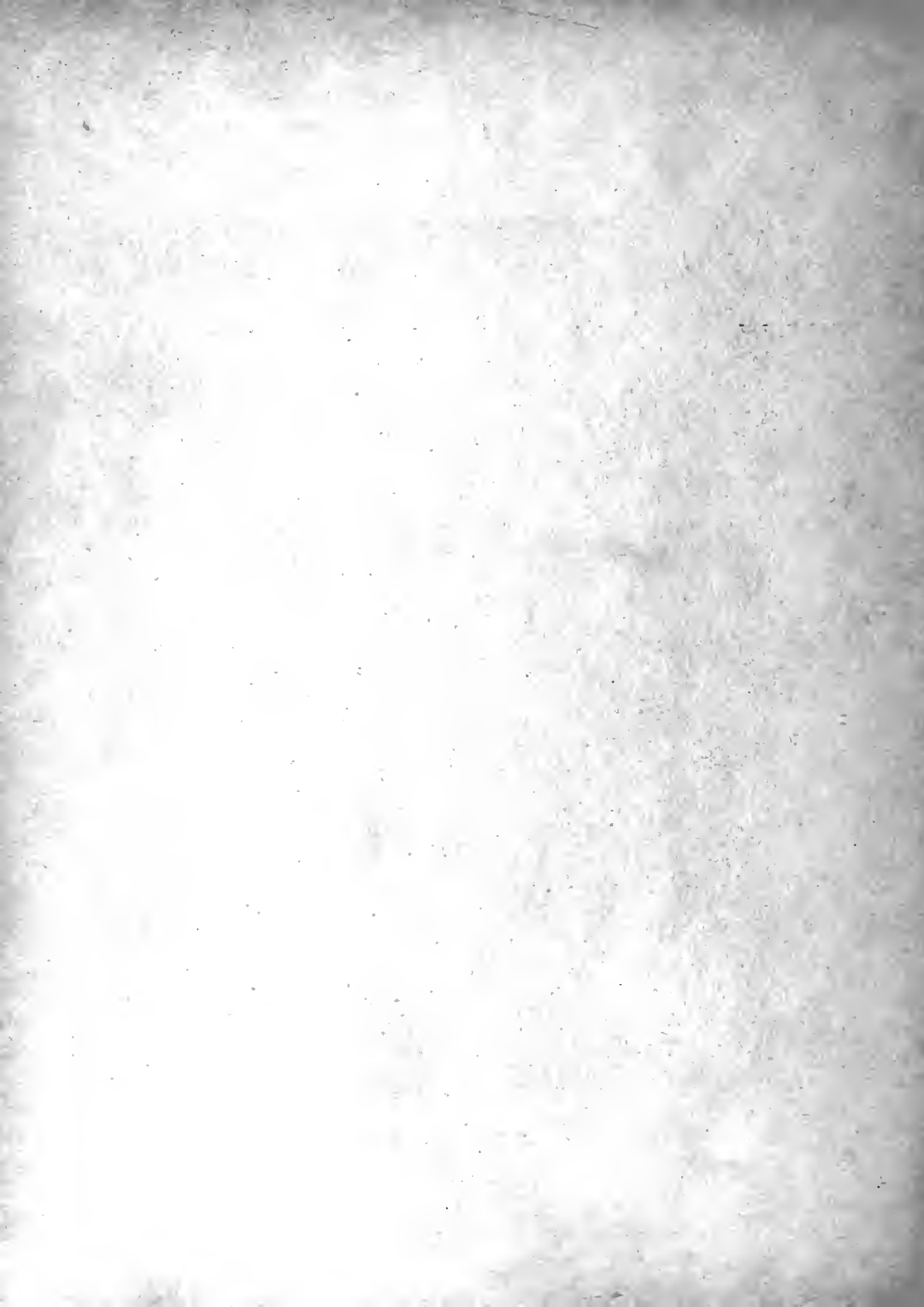
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tive to the members. Never before had the club been so pleasantly situated. The entertainments given were largely attended, and for a time it looked as though the club had entered upon a new era of prosperity. Sir Henry Irving and Sir Thomas Lipton were tendered receptions by the club, and both expressed their pleasure over the welcome they received from the members and their friends, and thanked them for the honor bestowed.

But, in spite of the success of the social functions, it was soon realized that the club had made a mistake in moving uptown. The rooms were practically deserted during the daytime and at night only a few of the members made use of the privileges they afforded. The reporters could not drop in and spend an hour, as they did when the headquarters were in Nassau street. The membership fell off and the revenues declined in an alarming manner. Something had to be done.

After due consideration the club concluded to return to the scene of its earlier successes, and the present quarters in the Morton Building were engaged. This action was hastened by the decision of the Newspaper Club, which had been organized after the Press Club moved uptown and had taken its old quarters, to consolidate with the latter organization. The actual merging of the two clubs did not take place, however, until April, 1900.

The Press Club now had over a thousand members, and the rooms in the Morton Building were visited daily, and especially during the lunch hour, by throngs of newspaper men. The restaurant, which was one of the most attractive features, was liberally patronized. The café and billiard room were never empty, and the reading room and parlor became the favorite meeting place of many of the brightest and most successful of the workers in both the editorial and business departments of the great dailies.

Like many other clubs the Press Club has had its hardships and its struggles. The men who have had charge of its affairs have toiled earnestly and unselfishly for its success. They have stood by it through evil and good report, and now have the satisfaction of knowing that it is at the head of all the press organizations of the world. Its financial condition was never better. It has the best working newspaper reference library for its size in New York, thanks to the generosity of A. Oakey Hall and Andrew Carnegie. It has five endowed beds in the best hospitals in the city—two in Roosevelt, one in Mount Sinai and one in St. Vincent's for the use of newspaper men; and one in the Women's Hospital for the benefit of their women relatives. Its plot

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at Cypress Hills Cemetery is large enough to furnish a final resting place for newspaper men who may pass away for many years to come. Its membership, active and honorary, includes some of the most distinguished journalists and business men in the metropolis.

Of all the clubs in New York none has been more generous in its charities. During the thirty-three years of its history over \$50,000 have been expended in caring for the needy and the unfortunate workers of the newspaper world.

Although the certificate of incorporation stated that one of the chief objects for which the club was formed was "the extending of aid to members when needed," no bona fide newspaper man in real want has ever applied to the proper officers of the Press Club for assistance and been turned away empty handed. Neither nationality, religion, politics nor dress are bars to the fraternal help the club extends to every needy member of the brotherhood of the pen and pencil.

It is this spirit of charity, of helpfulness and of "comradicity" that has knit the members together. Its democracy appeals to rich and poor alike. A hearty welcome always awaits the newcomer, however humble the position he may occupy in the profession.

At a reception given by the club to Sir Thomas Dewar, M. P., during his recent visit to America, this distinguished Scotchman paid this tribute to the organization:

"I have traveled the world over and have visited nearly every large town in Christendom. In many of them I hold club memberships, and in London I have waited twenty years to secure entrance to one of its leading organizations; but I desire to state to you here and now that the New York Press Club is the one club of which I feel proud to be a member."

William G. McLaughlin, one of the oldest members of the club, who followed Sir Thomas Dewar, turning to the guest of honor, said:

"When you return to your home across the sea tell your people that the Press Club of New York is an exceptionable club in club life; that clubs, like churches, are supposed to take care of their own members, but that the New York Press Club is the only institution on top of the earth that is universal in its kindnesses. Tell your people that we not only take care of the journalists of our city, State and nation, but that any poor worker of the craft from any part of the civilized globe coming here penniless and homeless is taken under the wing of our protection and provided with employment and subsistence.

"Should the climate fail to agree with his constitution, he is pro-



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at Central Park Cemetery is large enough to furnish a final resting place for the dead who may pass away for many years to come. Its membership, diverse and temporary, includes some of the most distinguished journalists and newspaper men in the metropolis.

Through the club the New York Press Club has been more generous in its charity. During the thirty-three years of its history over \$50,000 have been expended in charity for the needy and the unfortunate within the newspaper world.

Mr. George F. Thompson, of Birmingham, stated that one of the main objects for which the club was formed was "the extending of fraternal help to the needy," no bona fide newspaper man in real distress being refused the proper officers of the Press Club for help. "The club is not to be run empty handed. Neither nationality, nor race, nor dress are bars to the fraternal help the club affords to every needy member of the brotherhood of the pen and

the spirit of charity, of helpfulness and of "comradicity" binds the members together. Its democracy appeals to rich and poor alike. A hearty welcome always awaits the newcomer, and he is placed in the position he may occupy in the profession.

A resolution given by the club to Sir Thomas Dewar, M. P., Secretary of the British Legation in New York City, this distinguished Scotchman said: "I have traveled the world over and have visited nearly every

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PHOTOGRAPH BY G. D. B. 1911

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vided with a bed in one of the best hospitals in New York, free of charge, thanks to Joseph Pulitzer and Andrew J. Garvey, who endowed beds in several, where he receives the best attendance to be found in any hospital in the world. In the event of his death, he is not sent to a Potters Field, but is given a respectable funeral, is buried in our own plot and a headstone, suitably inscribed, is erected to his memory."

During its long career the New York Press Club has given receptions in honor of many men distinguished not only in the field of journalism, but in art, sciences, literature and in business. Among them, in addition to those previously mentioned, were Henry M. Stanley, explorer, author and journalist; Thurlow Weed, Henry Watterson, Mark Twain, Monsignor Capel, Offenbach, the composer; Max O'Rell, Edwin Arnold, Henry B. Stanton, Capt. Leslie C. Bruce, Alfred C. Harmsworth, the Rev. Dr. R. J. Campbell, pastor of the London Temple; ex-Governor David Francis, of Missouri, president of the St. Louis Exposition; John Redmond, William O'Brien and William Butler Yeats, the Irish poet and author.

The club has from time to time expressed its appreciation of members who have performed special services in its behalf, or have won civic or professional preferment, by giving dinners in their honor, usually in the clubrooms, but sometimes in public restaurants. Among those who have been thus honored are Joseph Howard, Jr.; John W. Keller, Horatio C. King, James Pooton, Allan Forman, Amos J. Cummings, P. J. Hanway, George Bartholomew, Robert B. McIntyre, Arthur Benington, Prof. John Phin, Frank A. Burrelle, John W. McDonald, George H. Fleming, Col. John F. Hobbs, William Cullen Bryant, John A. Hennessy, R. F. Hamilton (Tody), C. D. Platt, Charles Hemstreet, J. Martin Miller, Edward E. Pidgeon, W. Ward Damon and Charles M. Beattie.

The Press Club has never been prodigal in the distribution of honorary memberships. On the contrary, it has been so conservative that during the thirty-three years of its history it has conferred the honor on only eighteen men, as follows:

Col. John Jacob Astor, William Waldorf Astor, Gen. Howard Carroll, Senator Chauncey M. Depew, Levi P. Morton, Judge Henry Hilton, Thomas Bonar, William R. Grace, Henry M. Stanley, James Pooton, George F. Williams, John C. Hennessy, Edward R. Emerson, Andrew Carnegie, Theodore Roosevelt, William Jennings Bryan and Jeremiah J. Roche. Four of these—Judge Henry Hilton, Henry M. Stanley, William R. Grace and John C. Hennessy—are dead.

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The cost of a life membership in the Press Club is \$200. The fact that up to June 1, 1905, sixty-four certificates had been issued shows the high regard in which such memberships are held. The list is as follows:

Gen. Felix Agnus, Addison F. Andrews, James A. Bailey, Frank S. Beard, Robert Edwin Bonner, A. R. Brasher, Frank A. Brockway, Col. William L. Brown, Richard M. Bruno, Col. Leslie C. Bruce, Charles M. Beattie, Col. Robert C. Brown, Anna Ballard (the only woman who ever belonged to the Press Club), Joseph T. Burke, Jacob A. Cantor, Col. Ashley W. Cole, W. Ward Damon, Arthur Dare.

Edward W. Drew, M. H. DeYoung, Thomas A. Edison, Allan Forman, Stephen G. Gilbert, Henry F. Gillig, Moses H. Grossman, Charles H. Govan, Joseph Howard, Jr.; Andrew S. Hammersly, William Hicks, Richard F. Hamilton (Tody), Russell B. Harrison, Fred N. Innes, Horace R. Johnson, Francis W. Jones, George F. Lyon, Samuel Loyd.

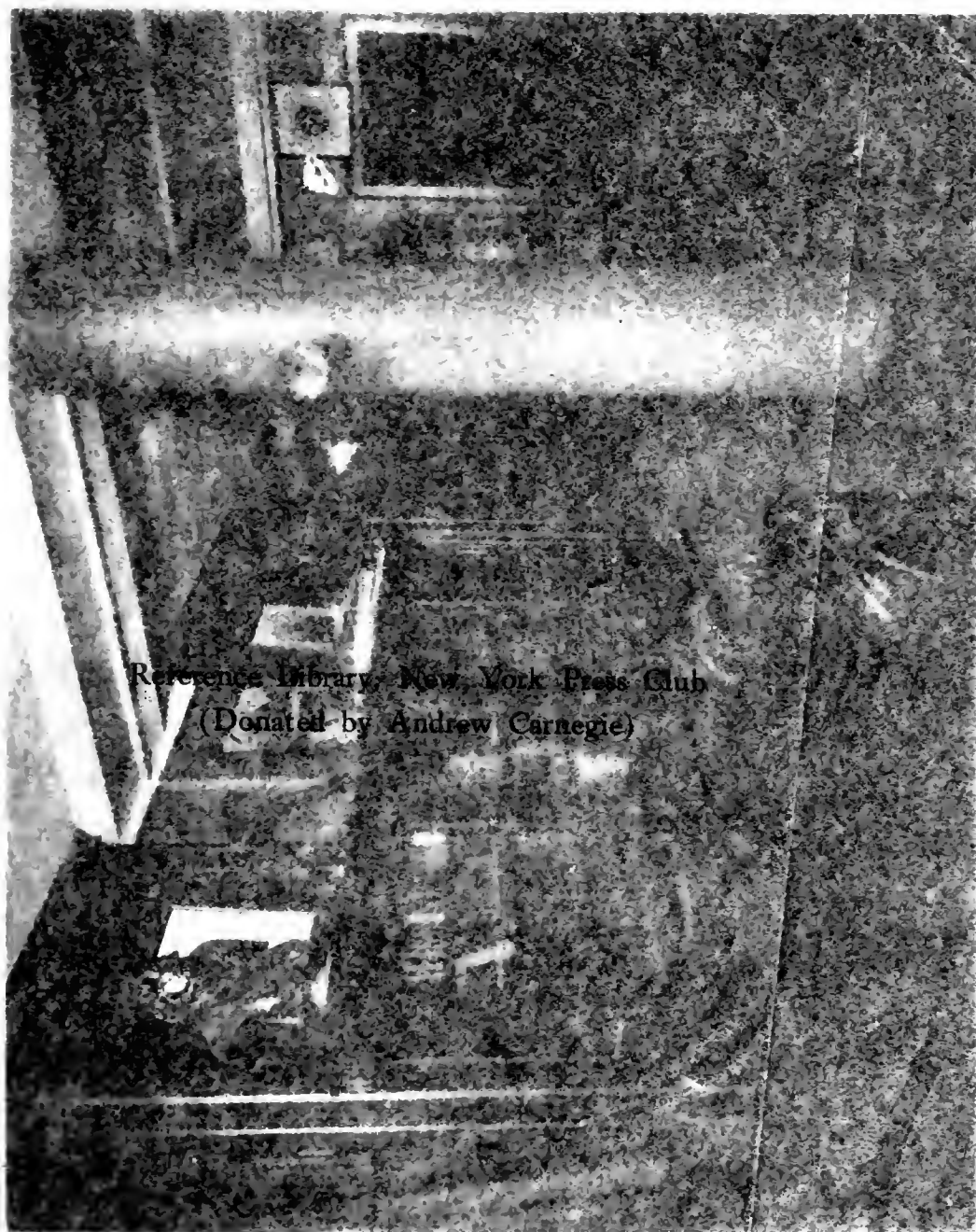
John Elderkin, Thomas H. Evans, William J. K. Kenny, John De Witt Miller, Col. John H. Mooney, Charles F. Maclean, P. F. McBreen, Dr. John T. Nagle, Thomas S. O'Brien, William N. Penney, Charles J. Perry.

Joseph Pulitzer, Herman Ridder, George H. Rowe, Charles J. Smith, Thomas Sidebotham, Henry Clay Terry, Francis A. Thurber, A. E. J. Tovey, W. R. Worrall, Ed. H. Warker, Marshall P. Wilder, Peter J. Loughlin, Robert Bonyng, Joseph C. Hendrix, Harlan P. Hubbard, Erastus Wiman.

The list of associate members includes the names of a number of leading men in the city, who, although in no way connected with journalism, have shown special interest in the club and its purposes, and for that reason were invited to become identified with the organization. The roll is as follows:

George C. Boldt, proprietor of the Waldorf-Astoria; James H. Breslin, manager of the Hotel Walton; Samuel Carpenter, general Eastern passenger agent of the Pennsylvania Railroad; Henry Clews, James S. Coleman, Judge Lewis J. Conlan, Charles F. Cutler, William A. Engeman, Frank T. Fitzgerald, Isaac Fromme, Judge Leonard Giegerich, George J. Gould, Edwin Gould, Howard Gould, E. W. Guindon, Randolph Guggenheimer, Edward J. Hall, Charles A. Hess, James H. Hyde, William Sulzer, Maurice Untermeyer and Samuel Untermeyer.

During the last three years death has removed from the ranks some of the club's most valued and honored members. In addition to



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The cost of a life membership in the Press Club is \$200. The fact that by June 1, 1935, that four certificates had been issued shows the magnitude of the number of such memberships are held. The list is as follows:

Also were among the list: F. Andrews, James A. Bailey, Frank B. B. Baker, Edward B. Baker, A. R. Brasher, Frank A. Brockway, C. C. Brown, L. Brown, Richard M. Bruno, Col. Leslie C. Bruce, Charles H. Brown, and Robert C. Brown, Anna Ballard (the only woman who was elected to the Texas Club), Joseph T. Burke, Jacob C. Burton, Col. Bradley W. Cobb, W. W. and Damon, Arthur Dare.

Edward M. Green, M. H. DeFang, Thomas A. Edison, Allan
Herman Friedman, L. Gibern, Harry E. Gillig, Moses H. Grossman,
Charles H. Hahn, Joseph Howard, Jr., Andrew S. Hammersly, Wil-
son H. Hamilton, Richard I. Hamilton (Tody), Russell B. Harrison, Fred
H. H. H. Johnson, Francis W. Jones, George F. Lyon,

Thomas M. Evans, William J. K. Kenny, John
Mooney, Charles F. Maclean, P. F. Mc-
Thomas S. O'Brien, William N. Penney,

George H. Rowe, Charles J. Terry, Francis A. Thurber, New York Press Club, W. L. Warner, Marshall P. Wilder, (Donated by Andrew Carnegie)

Although it is no way connected with journalism, it has a great interest in the club and its purposes, and it is not to be identified with the organization.

James C. Kelly, president of the Waldorf-Astoria; James H. Watson, manager of the Hotel Walton; Samuel Carpenter, general agent for the Pennsylvania Railroad; Henry Clews, banker; Thomas J. Lewis J. Conlan, Charles F. Cutler, Wilbur D. Felt, George A. Fitzgerald, Isaac Fromme, Judge Leonard Gould, George J. Gould, Edwin Gould, Howard Gould, E. W. Leland, Randolph Guggenheimer, Edward J. Hall, Charles A. Hess, James M. Hyde, William Sulzer, Maurice Untermyer and Samuel Untermyer.

During the last three years death has removed from the ranks some of the club's most valued and honored members. In addition to



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1974-03-01-18

JOURNALISM

those whose names have already been mentioned in this chronicle may be recorded Amos J. Cummings, Henry Romeike, Hillary Bell, A. B. de Frece, Charles Sotheran, George B. Stackhouse, Joseph C. Hendrix, Henry M. Stanley, William Van Benthuyzen, Walter O. Eschwege, Thomas J. Cummins, Edward T. Flynn, Wm. Cullen Bryant and P. J. Hanway.

The board of officers of the club, as shown by the records on June 1, 1905, was as follows:

President—George H. Rowe.

First Vice President—James E. Hardenbergh.

Second Vice President—Charles Maitland Beattie.

Third Vice President—Jacob R. Abarbanell.

Recording Secretary—Walter Scott.

Corresponding Secretary—James C. Summers.

Financial Secretary—Frank L. Blanchard.

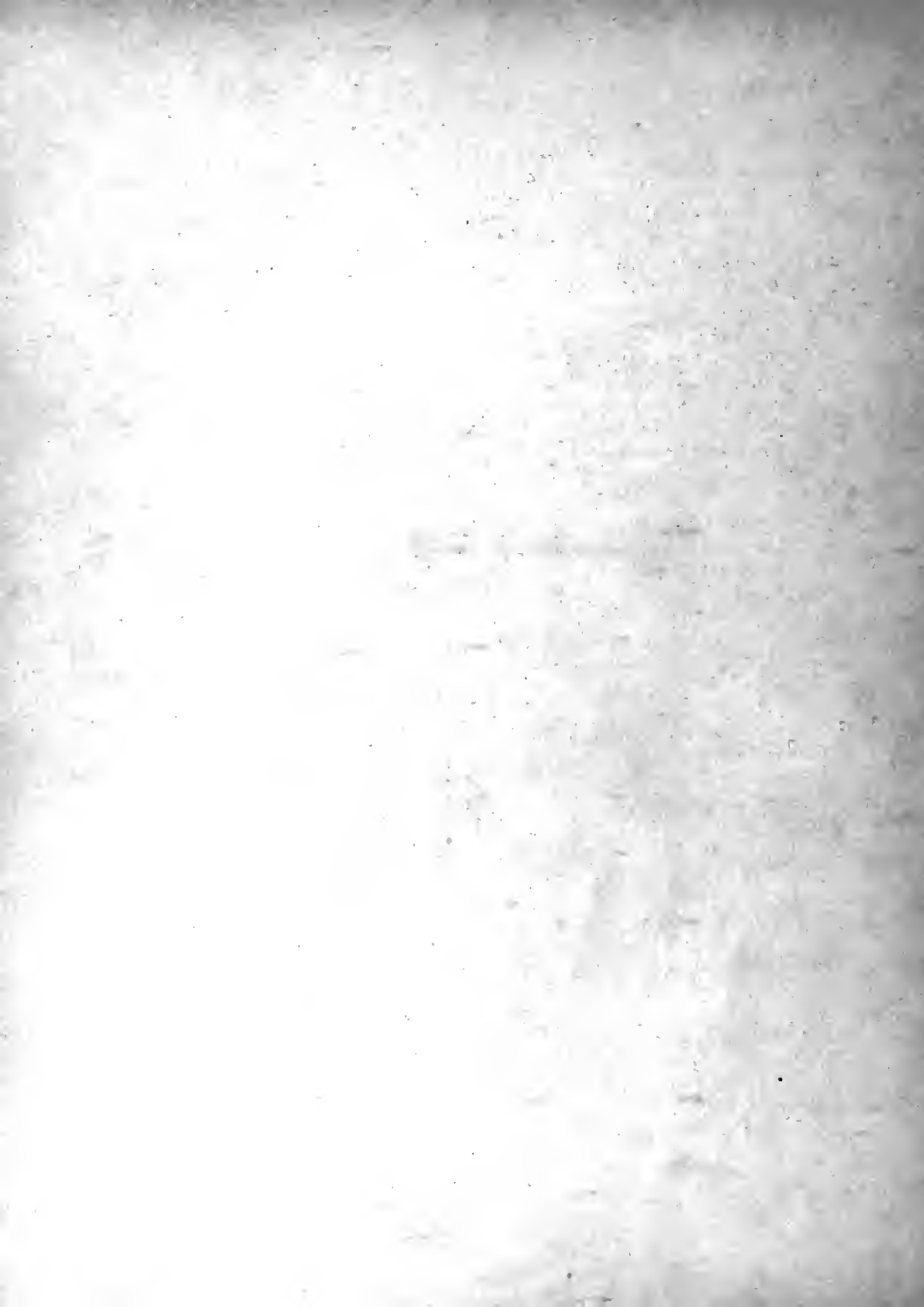
Librarian—George Harrison McAdam.

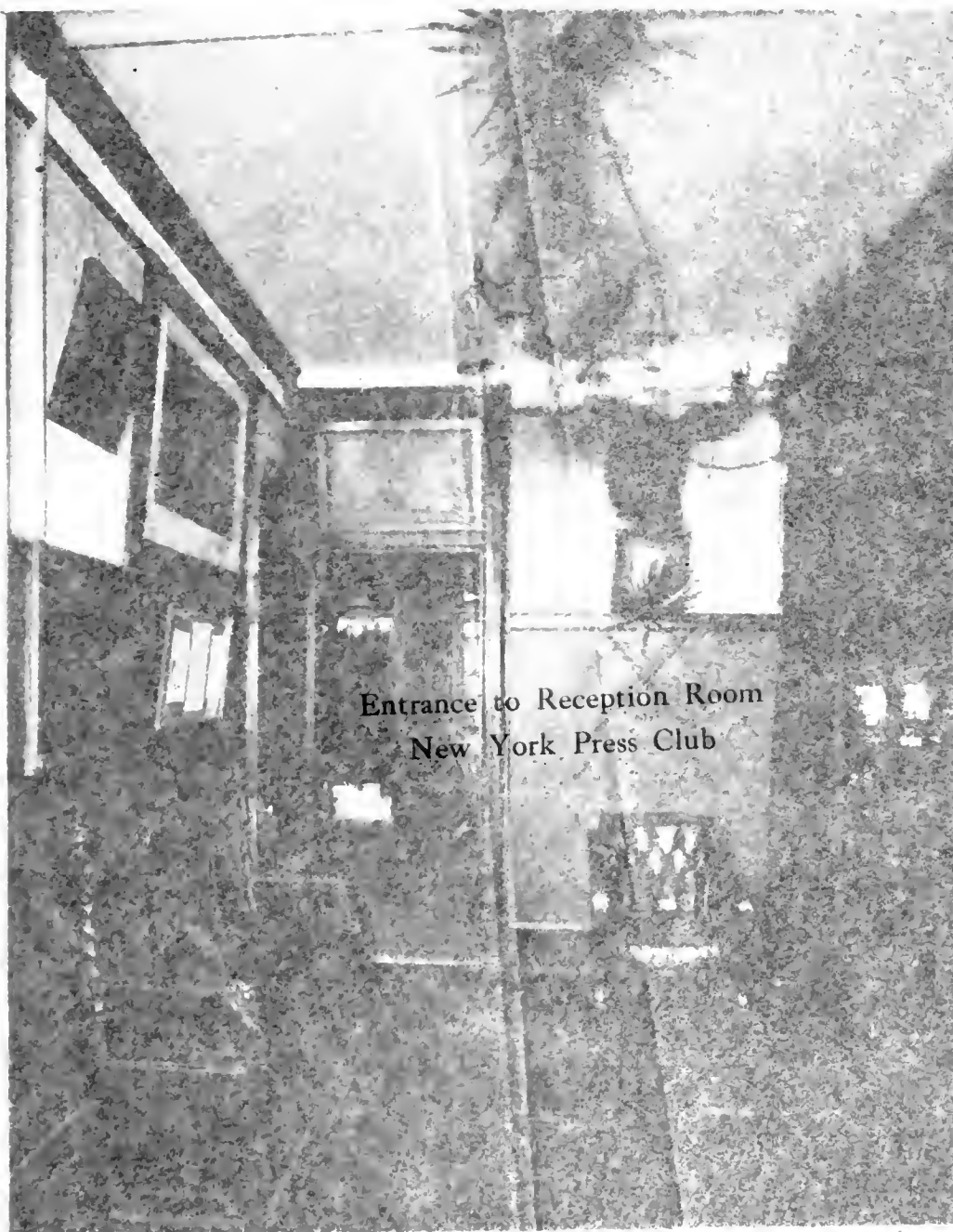
Treasurer—Charles D. Platt.

Board of Trustees—Frank A. Burrelle, chairman; Arthur Benington, secretary; John F. Hobbs, Henry C. Terry, John D. Kirby, James J. A. Hasson, Edward W. Drew, Edward Everett Pidgeon and Marsden G. Scott.

PRESIDENTS OF THE PRESS CLUB.

James Pooton,	1873, 1874.
George F. Williams,	1875.
*Charles H. Bladen,	1876.
*Charles H. Pulham,	1877.
*Dr. John B. Wood,	1878, 1879.
William N. Penney,	1880.
*John C. Hennessy,	1881.
*Truman A. Merriman,	1882, 1883, 1884.
*Amos J. Cummings,	1885, 1886.
*John A. Greene,	1887.
*John A. Cockerill,	1888, 1889, 1890, 1891, 1892.
John W. Keller,	1893, 1894.
Joseph Howard, Jr.,	1895, 1896, 1897, 1898, 1899.
Col. William L. Brown,	1900.
*William Cullen Bryant,	1901, 1902.
Joseph Howard, Jr.,	1903.
W. J. Arkell,	1904.
George H. Rowe,	1905. *Deceased.





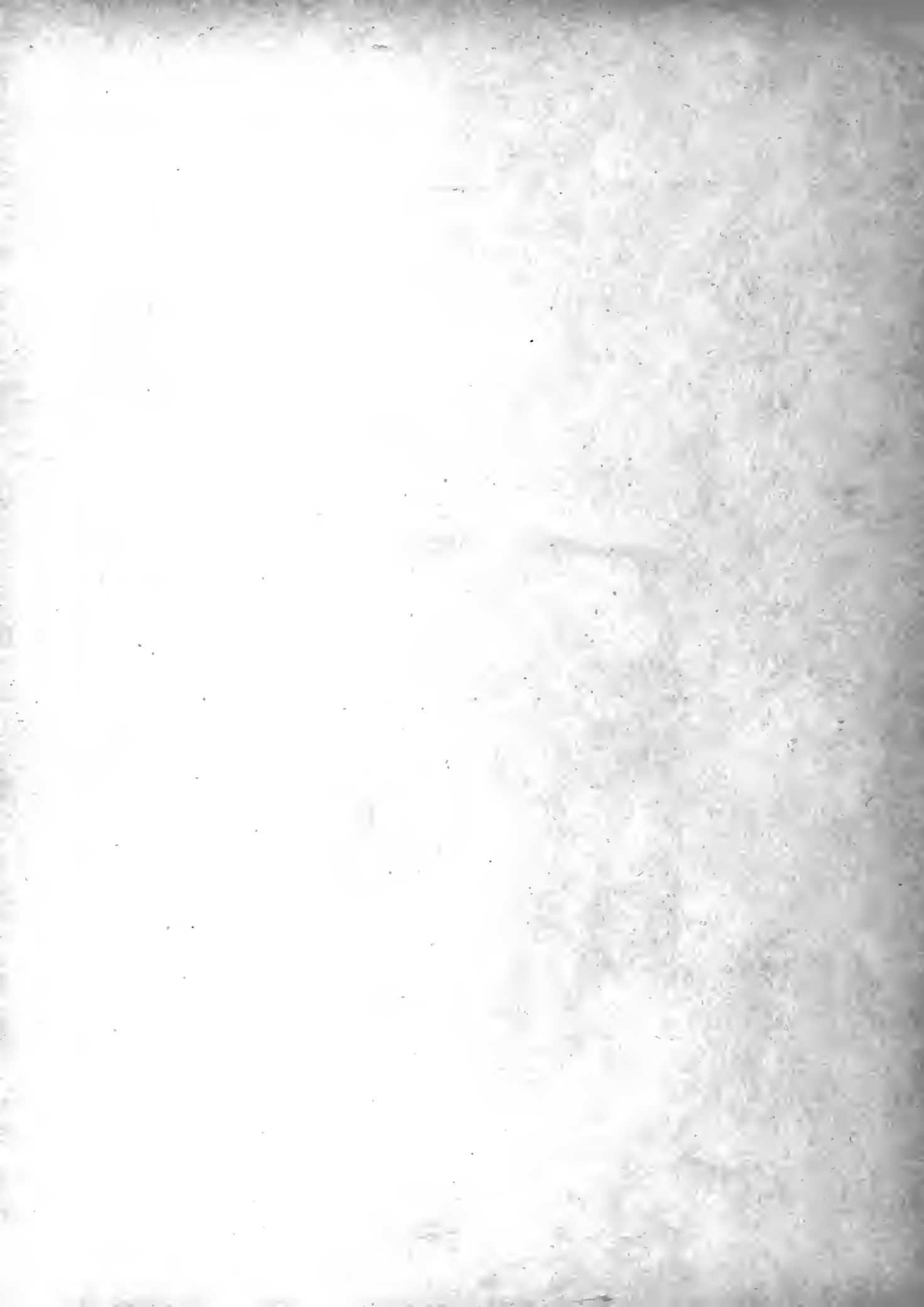
Entrance to Reception Room
New York Press Club

New York Press Club
Entrance to Reception Room



NY PRESS CLUB.

PHOTOGRAVURE © COLOR CO NY



AMERICAN JOURNALISM

BY HARRIE DAVIS.

Journalism is, in the abstract, the work of preparing and publishing a newspaper. If that were all it would be a simple matter. But to prepare and publish a true newspaper, one that is a complete record of the daily activities of men all over the world, is a very different proposition. The last is modern journalism, and he who fails to live up to the standards set by the great American dailies cannot hope to succeed as a journalist.

The modern newspaper, the mouthpiece of modern journalism, is not only a well established institution, but is also an instrument of vast influence in the daily life of the world. The daily newspaper is the text book of the public. From it the man of small means gets the education that circumstances have made it impossible for him to secure in the academy or the college. It is the vigilant sentinel of the masses, the guardian of their rights, the voice of their thoughts and the bulwark of their liberties. It binds the human race together with a link of friendship, tells men of their fellows, and records the progress of the world in the making.

Years of evolution in the mechanical, social and intellectual worlds are summed up in the modern journal. The forces that are employed in the making of the newspaper of today are almost the perfection of mechanical genius, social progress and intellectual development. Journalism as a profession is second to none. It may be called the index of the best efforts of man.

Standing beside a quadruple press that turns out finished newspapers faster than the eye can follow, one may be justified in the belief that the age of miracles has not passed when one tries to realize that this, perhaps the most wonderful of all machines, is but a youthful member of the world's family of marvels.

One hundred years ago there were fewer than 200 papers published in the United States, or one for each 26,450 of population. To-day there are more than twenty thousand regular publications, or one for every 3,500 inhabitants of the country. At the beginning of the last

JOURNALISM

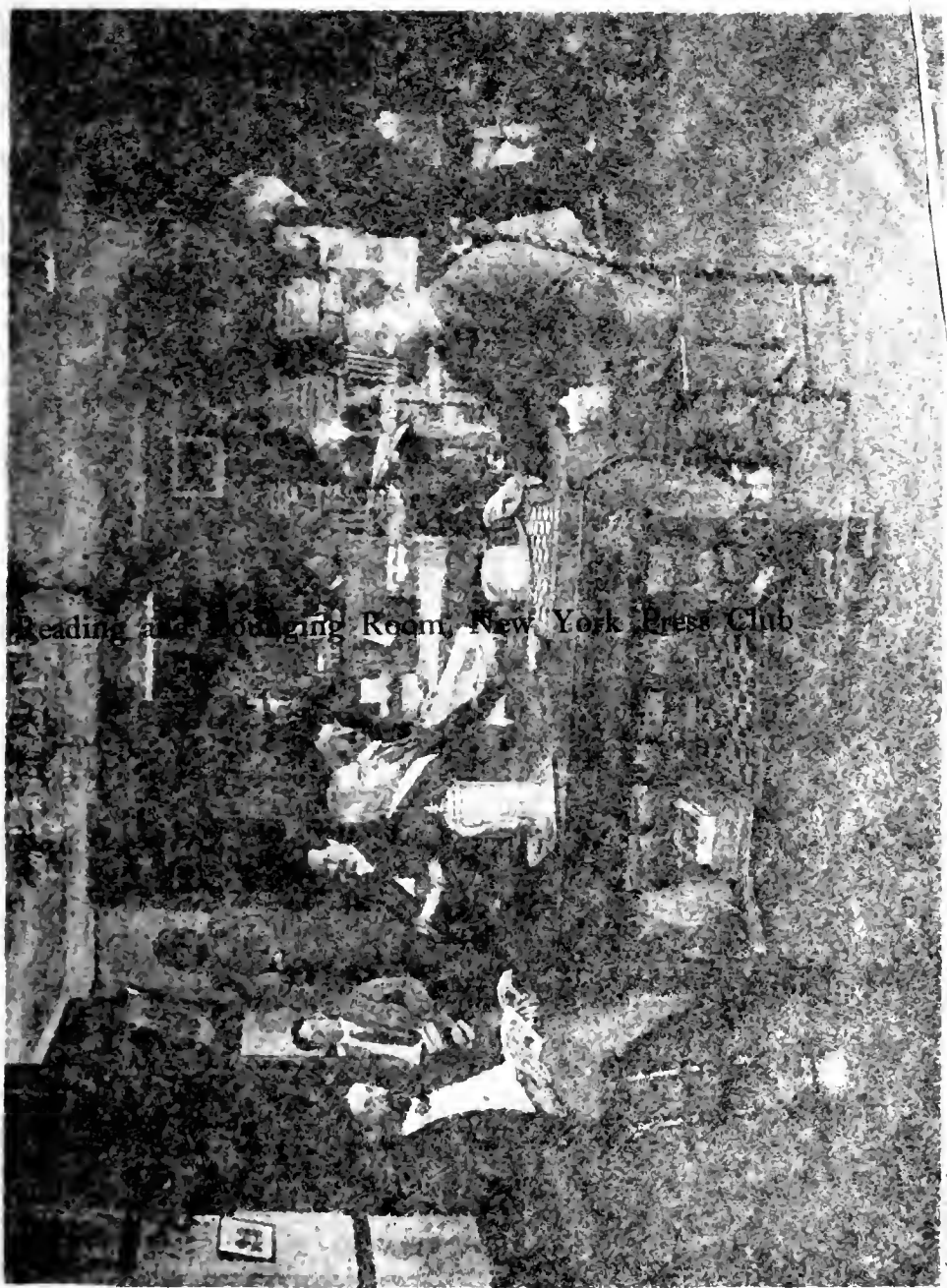
century the publication of a newspaper was not regarded as a business. The primitive methods of printing made the process too expensive to interest capital, and the work of preparing newspapers was indulged in as a fad rather than as a business. But one century of achievement has wrought a magnificent change, and now journalism is one of the foremost professions of the day, and newspapers are as much a part of man's life as are his breakfast and his bed.

For three centuries following the invention of type by Gutenberg little progress was made in the art of printing. This was due to two causes: the people had not been educated up to a desire for a daily record of the world's news, and the mechanical difficulties involved in the production of the paper were numerous. In 1800 printing was done on wooden presses of the most primitive character. The type was large and irregularly formed, the paper was inferior, and, as all the work had to be done by manual labor, the production of newspapers in large numbers was a physical impossibility.

The first newspaper printed in English America was *Publick Occurrences Both Foreign and Domestic*, Boston, September 25, 1690. It lived but one issue. The first permanent journals were *The Boston News Letter*, April 17, 1704; *The Boston Gazette*, December 21, 1719; *The American*, Philadelphia, December 22, 1719; *The New York Gazette*, November 1, 1725; *Maryland Gazette*, Annapolis, June 17, 1728; *South Carolina Gazette*, Charleston, January 8, 1732; *Rhode Island Gazette*, Newport, September 27, 1732; *Weekly Journal*, New York, November 15, 1733; *Virginia Gazette*, Williamsburgh, 1736; *Connecticut Gazette*, New Haven, January 1, 1755; *North Carolina Gazette*, New Berne, December, 1755; *New Hampshire Gazette*, August 17, 1756.

The year 1784 marked the first successful attempt to publish a daily newspaper in this country. Six years later dailies were issued in four or five of the largest cities.

Newspapers of that period were very different from the newspapers as this generation sees them. Indeed, they were not newspapers at all, because all the so called news in them was three or four months old. No attempt was made to keep abreast of the happenings of the day. Those early journals contained notices of the arrival and departure of ships, time tables of the mail coaches, letters, poems and a little political and domestic news. Foreign news consisted entirely of matter reprinted from the British papers, which were brought over in sailing ships that made the voyage in weeks or months, according to weather conditions.



Reading and Lounging Room, New York Press Club

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PHOTOGRAPH BY G. COLON COMPANY

NY PRESS CLUB

JOURNALISM

Wooden presses used in the early days were operated entirely by hand. After the type had been set it was placed in a frame, or "form," with little regard for the artistic arrangement of headlines or important matter. This form was placed on the bed of the press, and the face of the type smeared with ink by means of hand rollers. Paper was dampened, sheet by sheet, and laid over the form. The impression was made by pulling down the upper part of the press with a lever. So slow and laborious was this process that a circulation of three or four hundred would seriously tax the capacity of the old time pressroom. Weekly publications were limited for the same reasons, and when the editor had written his matter his work had just begun, for it was his province also to work the press.

In 1817 George Clymer, of Philadelphia, invented a lever press that reduced the manual labor and turned out papers with greater speed. The first power press, invented by Daniel Treadwell, of Boston, was introduced in 1822, and operated by the American Bible Society. The power was furnished by a team of mules. Some of the smaller presses were operated by "dog power," supplied by dogs running on a treadmill. These presses were not, however, well adapted to the making of newspapers, and it was not until 1830 that the invention of the Washington hand press marked an advance in the art. Seventeen years later Richard M. Hoe perfected the first cylinder press, a machine that doubled the output of newspapers or periodicals. This was a remarkable instrument, but its possibilities were not fully realized at the time, because it was the era when American ingenuity had given to the world the steam engine, the cotton gin, the sewing machine and the electric telegraph. In 1813 the process of stereotyping was introduced from England, and a year later the New Testament was printed from plates, but the process was not generally employed in the production of newspapers until 1861.

During the first half of the last century journalism did not rank high as a profession. Everything connected with the business of printing was expensive and entailed a great deal of labor, while the returns from the ventures were uncertain. Success depended chiefly on the ability of the editor, who wrote most of the matter contained in the papers, placing his own opinions first and the news matter afterward, if at all. All the columns were practically editorial comments. The reporting of current events was hardly attempted by the daily press, and the weekly publications were devoted exclusively to comment and review.

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Before the days of the railroads and reliable mail service all communication was carried on by letter. This custom left its influence on the press of the day, and the editor spoke to his readers through long editorials on matters that he considered of interest to them. The newspapers thus became mere instruments for the exploitation of personal opinions. Public men were encouraged to write letters for the papers, speaking their minds on public questions, and a communication from a man of wide reputation was regarded as more important than any piece of current news. The reputation of the journal rested on the reputation of its contributors.

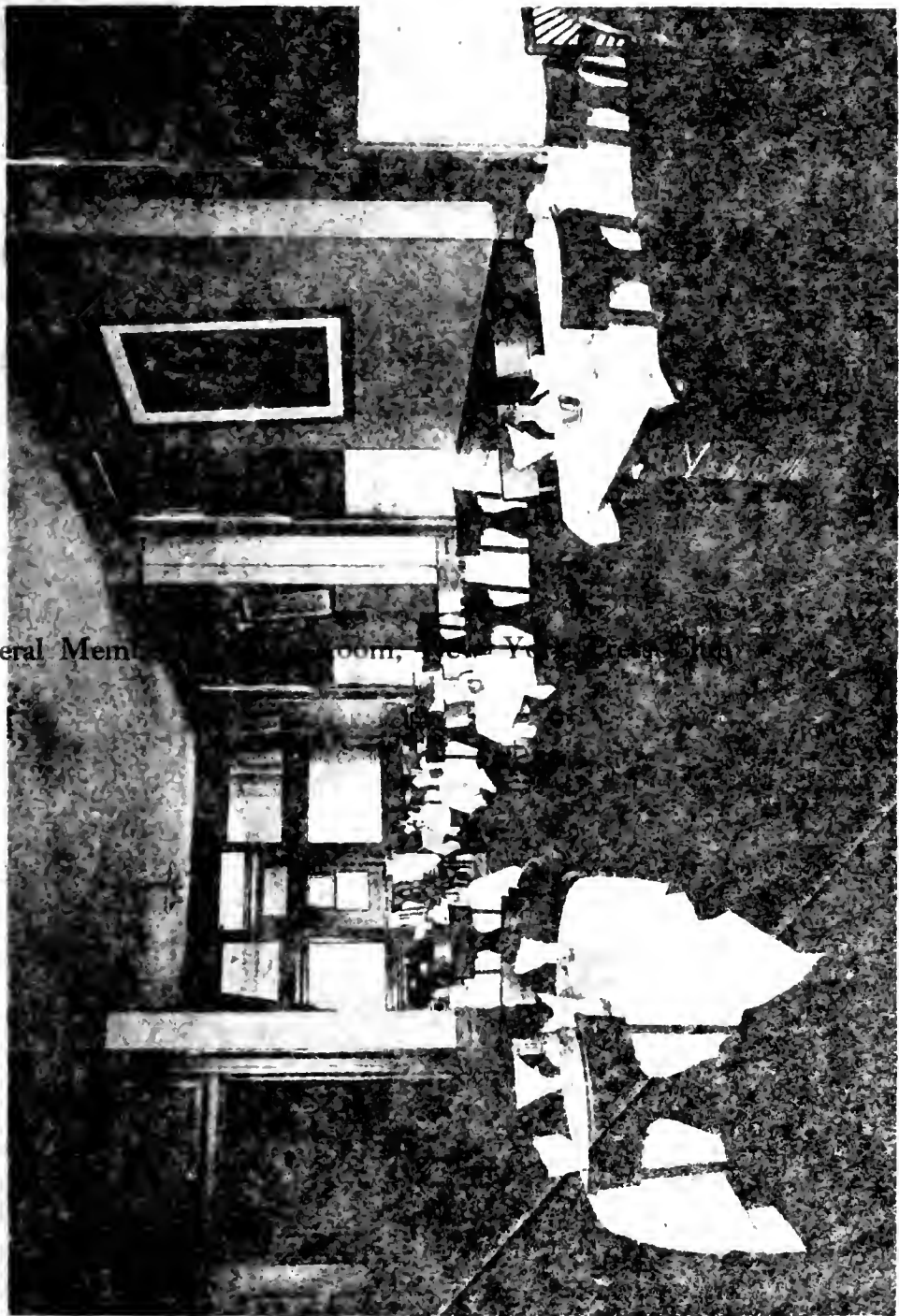
Politicians were not slow to grasp the opportunities afforded by the press. They found that larger audiences could be reached by speaking through published letters than by the easy-going method of campaigning from one county to another making speeches. Naturally the party organ and the personal journal were the immediate results. The independent press was practically unknown, for the editor had to look to his party or his friends for financial and moral support. Papers were started to exploit the objects of parties and of men, and to influence popular opinion on questions regarding the tariff, finance and other great questions of the Nation and the State. Those were the days when the editor with the greatest number of expressive adjectives at his command was the dean of his calling.

Posterity has lost a great deal of valuable data through the queer ideas of news that obtained in those times. Foreign affairs, reprinted from foreign journals, were considered the choice reading of the time, and were given prominent space to the exclusion of local matters that had a direct bearing on the development of this country. Matters that history has shown to be of great importance were either imperfectly recorded or not printed at all, and it is to be regretted that when the pioneers of the American Republic were giving their splendid oratorical efforts to the world the journals of the country failed to record the speeches.

During the first forty years of the last century there was no systematic effort to collect news. Articles animated by personal or political motives, and colored to please the author's friends, found ready space in the columns. Seafaring men, strolling peddlers, wandering missionaries, lawyers, surveyors and other wanderers contributed the real news of the day in narratives of their experiences which, while often interesting, were not always to be relied upon as accurate.

It was not until the Mexican War that the people generally de-

General Membership Room, New York Press Club



the telegraph, the railways, and a daily mail service all helped to make the world more united. The canon left his influence on the world in many ways, and the future spoke to his readers of the many good things that he considered of interest to the world. He was a man of many talents and instruments for the exchange of ideas, and he was encouraged to write and speak on many things, including their duties to public questions, and his name of wide reputation was regarded as more important than any other. The reputation of the world was the reputation of its contributors.

He was not slow to grasp the opportunities afforded by the press. He found that larger audiences could be reached by publishing his polished letters than by the easy-going method of traveling from one county to another making speeches. Naturally his two chief aims in the personal journal were the immediate results. The end of the press was practically unknown, for the editor had to look to his wife or his friends for financial and moral support. Papers were created to exhort the objects of parties and of men, and to influence popular opinion on questions regarding the tariff, finance and other great questions of the Nation and the State. Those were the days when the editor with the greatest number of expressive adjectives at his command was the dean of his calling.

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PHOTOGRAPH BY COLOR COPY

NY PRESS CLUB

JOURNALISM

manded more accurate and timely record of native happenings. The demand for news of the army in Mexico did more than anything else up to that period to stimulate the journalistic profession. People began to realize that they were able to form their own opinions if the facts of a case were first presented to them, and demanded of newspapers something more than the opinions of individuals. During this period the arrival of the weekly mail was an event that brought all the men of a town to the general store, where the postmaster read his newspaper. To overcome repeated readings for the benefit of late arrivals the latest journal was sometimes pasted up in some conspicuous place. Thus began the bulletin system of today.

In the discussion of national questions, notably the controversy over the relative rights of the States and the Federal Government, were born several publications that were designed to disseminate the arguments of all factions. They sought to convince rather than to inform the public, and the journalism of that period made no substantial progress, except as an instrument for the development and exploitation of writers of force and influence. That was the period of personal journalism, of the deification, as it were, of forceful editors, of whom Horace Greeley may be mentioned as a conspicuous example. Editors who made or unmade politicians with their praise or criticism, who shaped the policies of political parties, controlled conventions, nominated candidates, changed the current history of the country at critical periods, and in many ways enjoyed an influence greater than that of the leading statesmen. The editor at that time was greater than his newspaper.

As late as 1860 the development of printing machines was in such crude state that the circulation of the leading papers was limited to a few hundred copies. White paper was still made of rags imported from Austria or Italy. The cost of production was high, and the mechanical genius of America had not been turned toward the art of printing. The book and job printers of the first part of the nineteenth century were the most progressive members of the craft, and it was in their shops that the latest improvements in the mechanical devices were employed.

Events of a stirring nature had educated the public mind to a point where it demanded real news. The New York Herald is generally credited as the pioneer in the departure from old methods into the first fields from which have been cultivated modern journalism. It reported the news of the world day by day, a proceeding that was looked upon with disfavor by some of the leading editors. It

JOURNALISM

struck a popular chord in the public mind, and the decline of the party organ and personal journal may be dated from that time. The founder of the Herald spent money to gather news in advance of other papers. He established a system of special couriers, employed correspondents and made the collection of news a matter of first importance, and established his paper on a systematic basis. Other editors, seeing the popular trend, were forced to follow the new movement.

A demand for immediate and detailed information of the movements of the armies in the field and of the progress of the great conflict was created by the Civil War. The larger cities were connected by railroad and telegraph. Means of distribution were increased, and the circulation of the papers grew to the limit of the mechanical capacity of the presses to turn them out. American genius and ingenuity responded promptly to the demand, and from that era the newspaper has been a growing marvel of development in science and art. The telegraph as a channel for the transmission of news came into general vogue. Correspondents were sent to the front to record the progress of events. Reporters were instructed to write facts, not opinions, and in a few months the newspapers threw off the mantle of partisanship, and became, in truth, purveyors of news. The press became an institution, journalism a profession and the publication of newspapers a business.

The impetus imparted to the circulation of newspapers by the demand for real news steadily increased, until everyone who could read at all demanded daily the news of the world. This change in conditions was met by advances in the mechanical field. Double cylinder presses capable of printing 20,000 papers per hour were perfected. Folding-machines came into general use. Stereotyping was employed to save time, labor and wear on type. The process of making white paper from wood pulp was discovered, and the cost of all was greatly reduced. Improvements in all departments went forward by leaps and bounds, and kept pace with every increase in circulation.

War had taught the producers of newspapers many things, but it had been an expensive lesson. The cost of getting news from distant points was very high, and it was this condition that caused several of the leading newspapers to enter an alliance to receive reports in duplicate, each paper contributing to share the expense. The cost was further reduced by selling this news to papers in other cities. Thus began the syndicating of news. It also marked the beginning



Ladies' Dining Room
New York Press Club

REALISM

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ment to obtain more complete and detailed information of the movement in the field and of the progress of the great conflict of the Civil War. The larger cities were connected by telegraph. Means of distribution were increased, and newspapers grew to the limit of the mechanical process of printing them out. American genius and industry responded to the demand, and from that era the newspaper became a growing marvel of development in science and technology. The channel for the transmission of news came to be the telegraph. Correspondents were sent to the front to record events. Reporters were instructed to write facts, not opinions.

At this time the newspapers threw off the mantle of objectivity and became purveyors of news. The press of the New York Press-Club, Ladies Dining Room, and the publication of

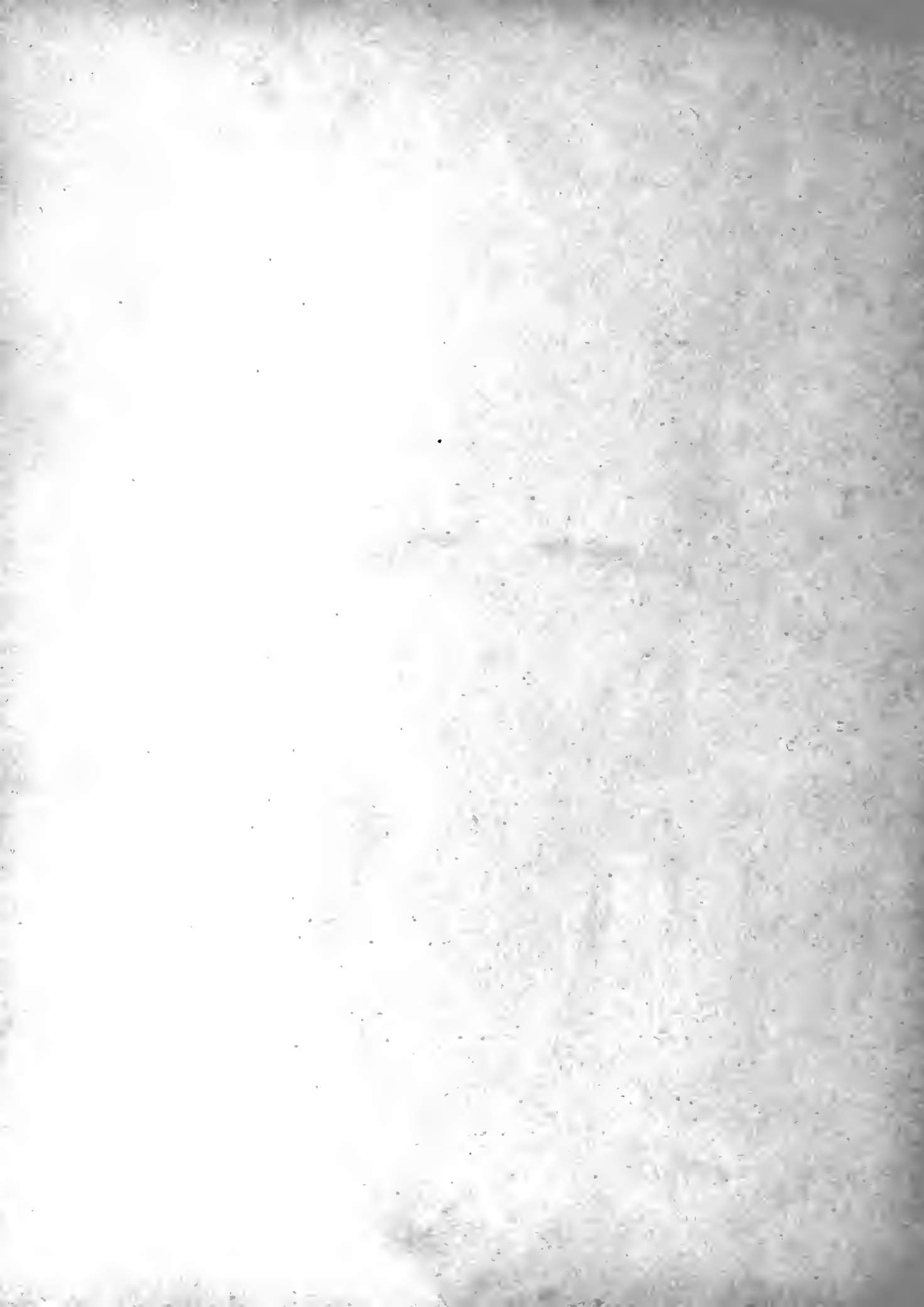
the circulation of newspapers by the telegraph. The circulation increased, until everyone who could read could get the news of the world. This change in the newspaper was due to advances in the mechanical field. Double cylinder presses printing 20,000 papers per hour were perfected. Stereotyping came into general use. Stereotyping was a labor and wear on type. The process of making type from wood pulp was discovered, and the cost of all types was reduced. Improvements in all departments went forward, and kept pace with every increase in circulation.

At this time the producers of newspapers many things, but they learned a expensive lesson. The cost of getting news from distant places was very high, and it was this condition that caused competing newspapers to enter an alliance to receive reports from each paper contributing to share the expense. The alliance was made by selling this news to papers in other cities. This was the beginning of the exchange of news. It also marked the beginning



PHOTOGRAPH BY E. COLOR CO. NY

NY PRESS CLUB



JOURNALISM

of the Associated Press, a plan of newspaper combination that has made the buying and selling of news a great commercial enterprise. The syndicate system grew rapidly until now there are agencies in all the leading cities of the world, and the newspapers of the country are in close touch with every centre of activity.

The rapid change of conditions left the new school of journalism with many imperfections of detail, but with a desire to improve in all directions. Some editors still clung to the old idea that the public should be told what is good for it without being consulted. But the public mind had changed. There remained journals published to serve certain ends, but as the press grew into an institution the people grew to know their needs and to insist upon satisfaction and fair play. Today there is not a great newspaper in the United States that is so entirely subservient to any political party that it will serve a man or a measure without question or protest. Such a journal could not exist in any community above a village in importance. Politicians fear this spirit of independence, and therein lies the great power of the press in public affairs. The most powerful and successful journals are those that combine absolute fairness with honesty and independence.

A detailed record of the development of the mechanical part of the newspaper business during the past thirty years would be almost a synopsis of all progress in science and art. The newspaper printing press of today, which prints, cuts, folds and counts 96,000 papers per hour, with one man to operate it, is the mechanical wonder of the age. It is justly regarded as the greatest piece of machinery that the ingenuity of man has yet devised. Type is no longer set by hand in the making of a newspaper, the letters being formed from the metal direct and cast in finished lines by machinery.

Studying the perfection and magnitude of the newspaper printing press of today it is difficult to realize that little more than half a century of time and invention stand between this piece of mechanism, that seems to work with human intelligence, and the Washington hand press upon which the production of printed sheets was a matter of slow and arduous labor. The great metropolitan newspapers of today are printed by monster machines weighing thirty or more tons, composed of 4,000 separate pieces of steel, iron, brass, wood and cloth.

In the great printing press factory of R. H. Hoe & Co. eighteen months time is required to build one of the modern presses, and the cost of it would have more than paid for all the newspaper printing

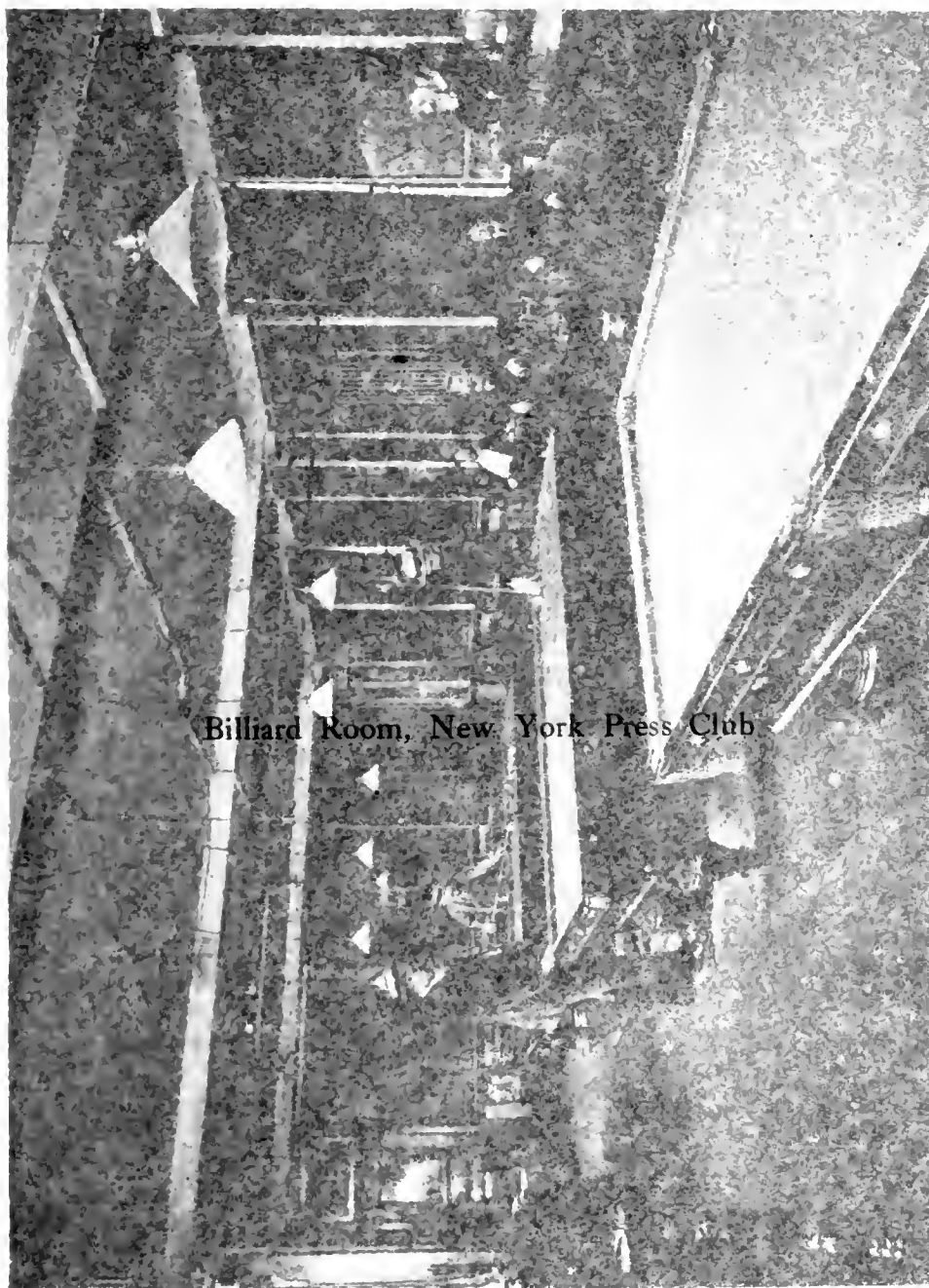
JOURNALISM

presses in use in the United States at the beginning of the last century. These monster machines are known as quadruple presses, which means that four complete presses have been built into one. When in operation white paper is fed to them automatically from rolls, and this paper, with a speed greater than the eye can follow, is converted into the finished newspaper, printed on both sides, cut into sheets, pasted together, folded, counted and deposited in piles of fifty or one hundred at one side of the press. White paper is fed to the press from two points, and finished newspapers are delivered at two places on the opposite side.

An idea of the speed with which the work is done may be gained by watching the printed papers fall from the folder. They drop so fast that the eye, no matter how well trained, cannot count them. These presses have a capacity of 96,000 four, six or eight page papers per hour, and 48,000 ten, twelve or sixteen page papers. Their mechanism is so perfect and so carefully adjusted that the breaking of a narrow band of tape in the folder, the loosening of a nut, the slightest bending of a rod, friction in a bearing, or any other derangement, however slight, is instantly apparent to the skilled machinist in charge.

The white paper used in making the newspapers of today is manufactured from wood pulp, and is put up in long rolls wound about an iron cylinder that can be adjusted at one end of the press. These rolls contain from two to four miles of paper, and weigh from eight hundred to twelve hundred pounds each. As soon as one roll is used another is lifted into place, the loose ends of the two are pasted together, and after a stop of less than two minutes the great press is again belching forth finished newspapers at the rate of 1,600 a minute, or 266 per second.

Almost every invention and device of recent years in connection with the use of electricity is in some way utilized in the production and distribution of the daily newspaper. The evolution of journalism, having finally established the fact that the chief function of the daily newspaper is to publish the news of the world, the problem remaining is how to obtain the news surely, accurately and promptly. The ocean cable has taken the place of the sailing vessel, the electric telegraph and telephone have entirely superseded the mail in the transmission of domestic news, the trained correspondent has succeeded the occasional contributor, and every event of human interest throughout the civilized world is placed before millions of readers within an hour of its occurrence.



Billiard Room, New York Press Club

When the work is done may be gained by the papers falling from the folder. They drop so that the operator, however well trained, cannot count them. The folder is capable of folding 100,000 four, six or eight page papers per hour, and 45,000 ten, twelve or sixteen page papers. Their mechanism is so perfect and so carefully adjusted that the breaking of a narrow band of paper in the folder, the loosening of a nut, the slightest bending or a lost friction in a bearing, or any other derangement, however slight, is instantly apparent to the skilled machinist in charge.

Although the invention and device of recent years in connection with the electric telegraph is in some way utilized in the production and manufacture of the daily newspaper. The evolution of journalism, however, has established the fact that the chief function of the daily newspaper is to publish the news of the world, the problem remaining is how to obtain the news surely, accurately and promptly. The ocean cable has taken the place of the sailing vessel, the electric telegraph and telephone have entirely superseded the mail in the transmission of domestic news, the trained correspondent has succeeded the occasional contributor, and every event of human interest throughout the civilized world is placed before millions of readers within an hour of its occurrence.



PHOTOGRAPH BY G. COLON 12/10/19

HYPERESS CLUB

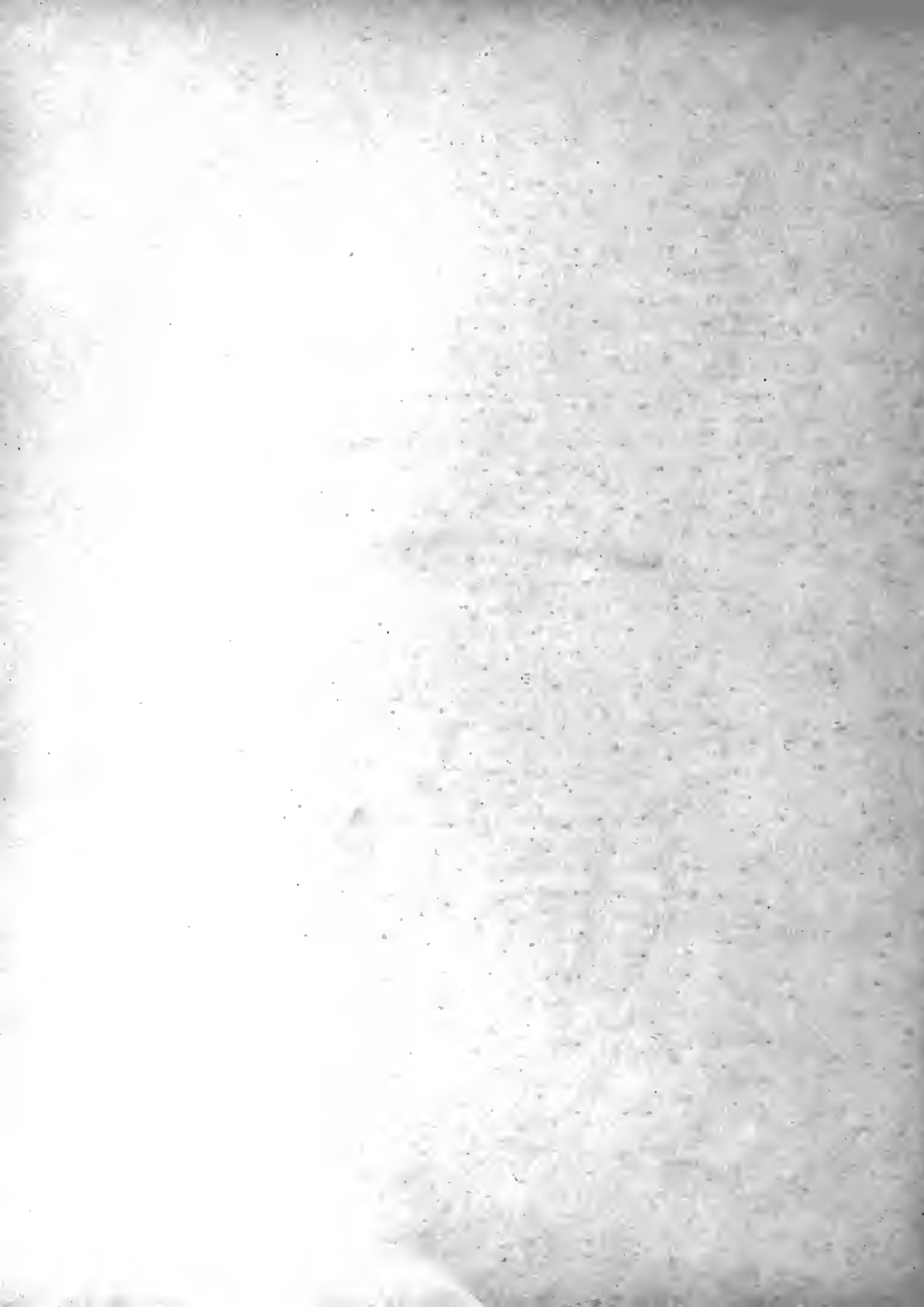


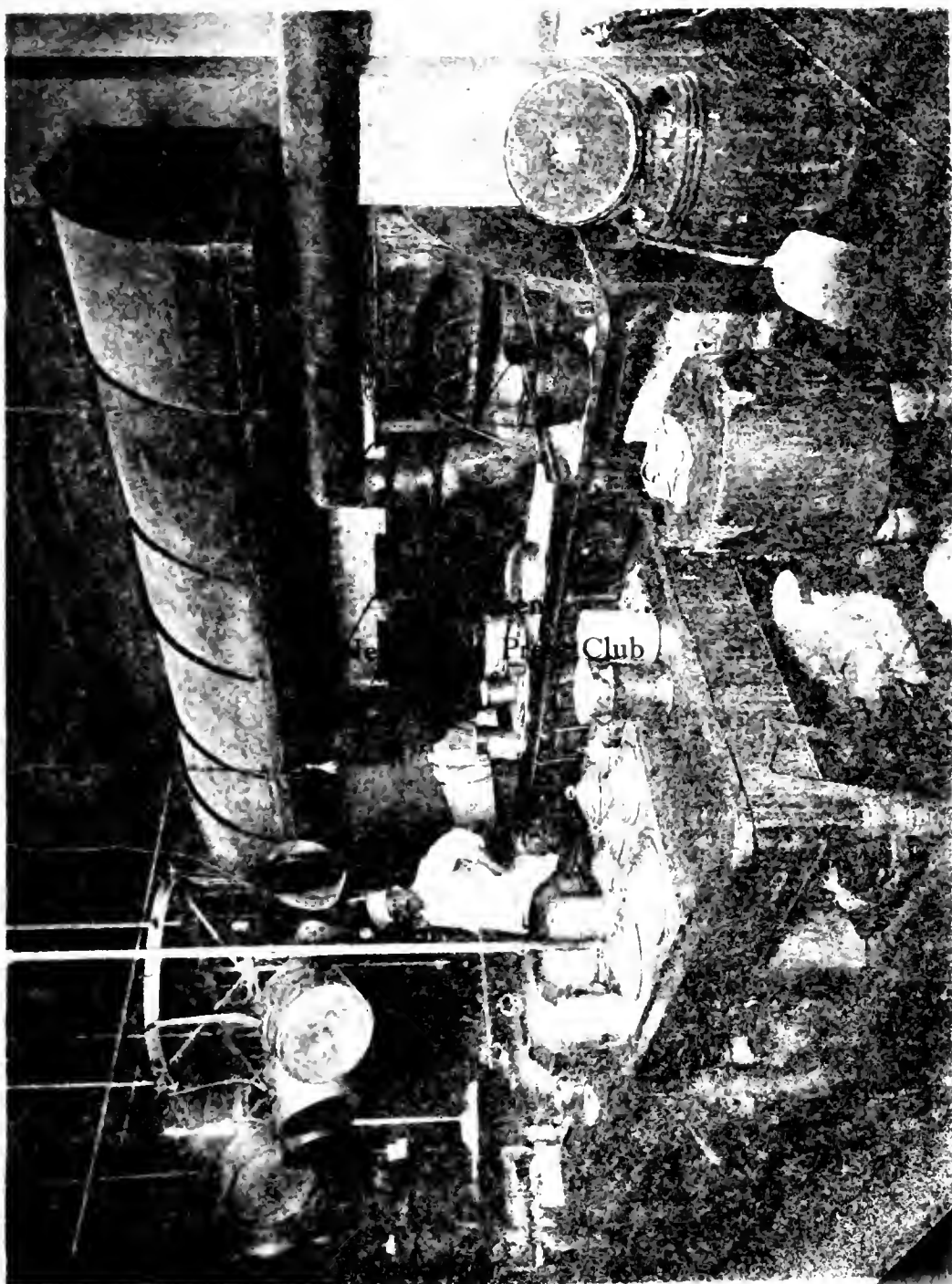
JOURNALISM

The collection of news is not restricted by any question of its cost. Fifty years ago it was considered a remarkable feat for one newspaper to obtain information of an important event in advance of competitors. Today it is a matter of comment if any newspaper fails to publish all the news desired by its readers. If a war is fought on any part of the earth there are reporters on the firing line, and no expense is spared in collecting and transmitting by the quickest method available a full report of any event of world-wide importance. Today the hiring of special trains, the stringing of a special line of telegraph wire, the chartering of a ship, the fitting out of an exploring expedition or any other great enterprise in the way of collecting information for the newspapers of the United States, is so much a part of the everyday business of journalism that it is accepted as a matter of course, and causes no more than a passing comment.

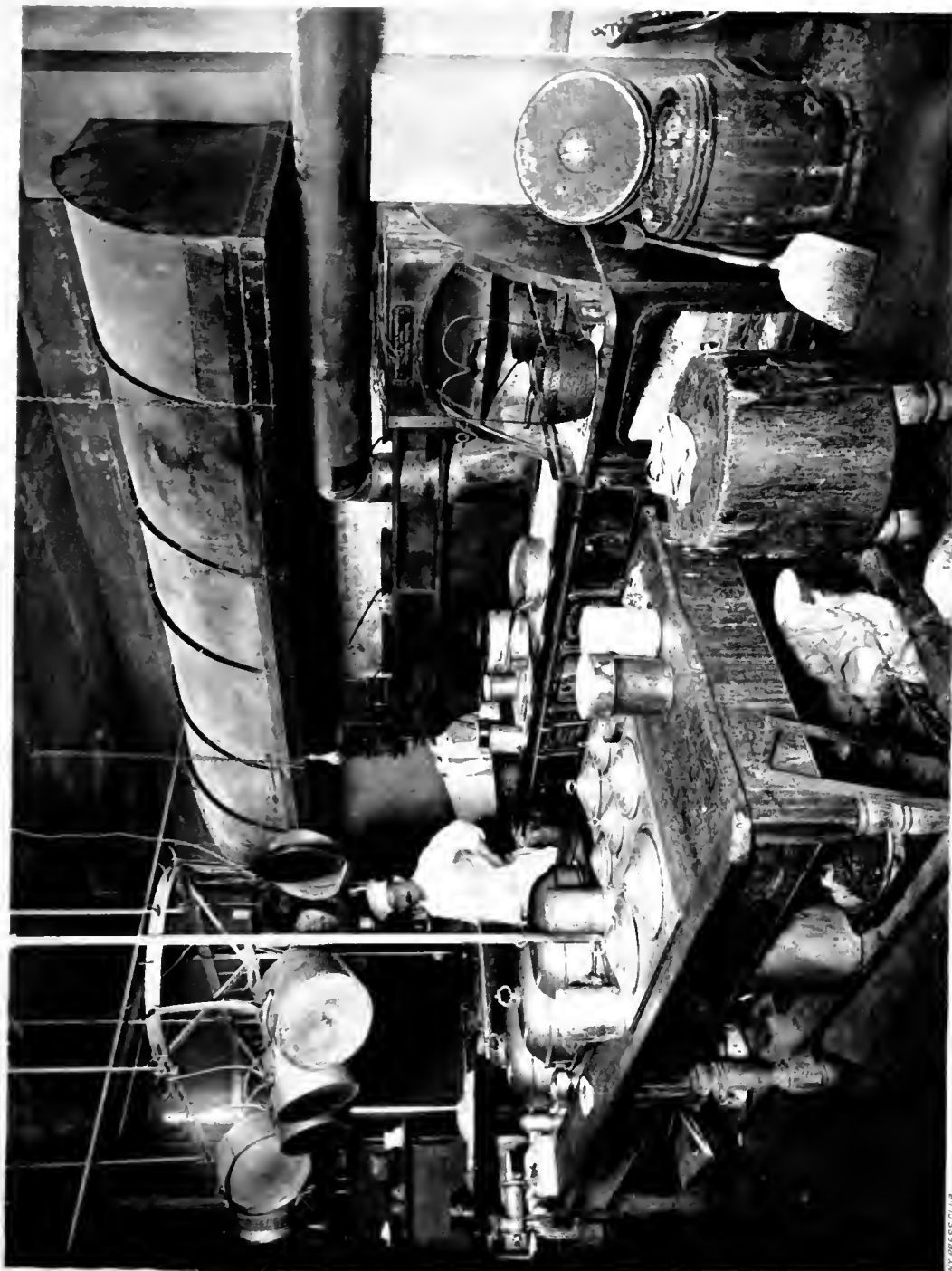
Half a century ago the result of a national convention or election was a matter of doubt for weeks. In the case of a national convention today telegraph wires lead from the convention hall into the offices of all the newspapers in the larger cities. An operator sits near the platform of the presiding officer, and with a muffled key sends over the wire a full report of the proceedings, with a description of every incident of interest. At the other end of the line is an operator at a type-casting machine receiving the report and putting it into lines as fast as received. When a candidate for President has been nominated extra editions of the daily papers are selling on the streets of cities a thousand miles away, almost before the applause for the winning man has died out in the convention hall.

In enterprise and originality the journalism of America leads the world today. As a profession it commands, with alluring prospects of fame and fortune, the services of men of genius and learning. Those who enter it from choice succeed or fail quickly. It is a life of activity, a work where energy and intelligence are essential qualifications, and honor and honesty are certain of reward. There is no enduring place in the profession for hypocrisy, indolence or mediocrity.





Kitchen
New York Press Club



PHOTOGRAPH BY G. COLON CO. NY.

NY PRESS CLUB

MORNING AND AFTERNOON NEWSPAPERS

A study of the relative growth of morning and afternoon newspapers is interesting. Some observing person has said that if man is the head of the family, woman is its neck, and moves the head at will. Many discerning newspaper critics think woman has been the most potent influence in the wonderful strides of the afternoon newspaper. Thus far the morning edition is still the head of the newspaper family, but the evening edition in most cases moves the head at will.

Two things have contributed largely to the marvelous increase in evening journalism:

First—Because the evening paper is more easily introduced into the home, and most advertisers wish to place their display type before women, knowing full well that they are the buyers.

Second—Because two-thirds of the news of the world is made during the day, and the improved methods and facilities in news-gathering and dissemination make it possible to print most of the day's happenings the same afternoon.

It is quite true that modern circulation devices have been important factors in the growth of the evening paper, but, underlying the circulation department must always be a publication for which there is a demand. Of course, the almost universal price of one cent was potential, but without the big volume of advertising induced by the multitude of women readers, this price would have been impossible.

The value of woman as a newspaper reader was a discovery of the eighties. The woman's page became the vogue. Finally no evening newspaper was deemed complete unless a large percentage of its space was devoted to subjects of special interest to the fair sex. It was during this period that evening journalism in New York began its upward flight, and most of the struggles since in the newspaper business have been fought on the afternoon field, the notable exceptions being a tri-partite fight between Sunday editions and a price combat between two morning newspapers. The outcome of the last instanced struggle pretty conclusively demonstrated that a one cent morning edition in the metropolitan district, with white paper at its

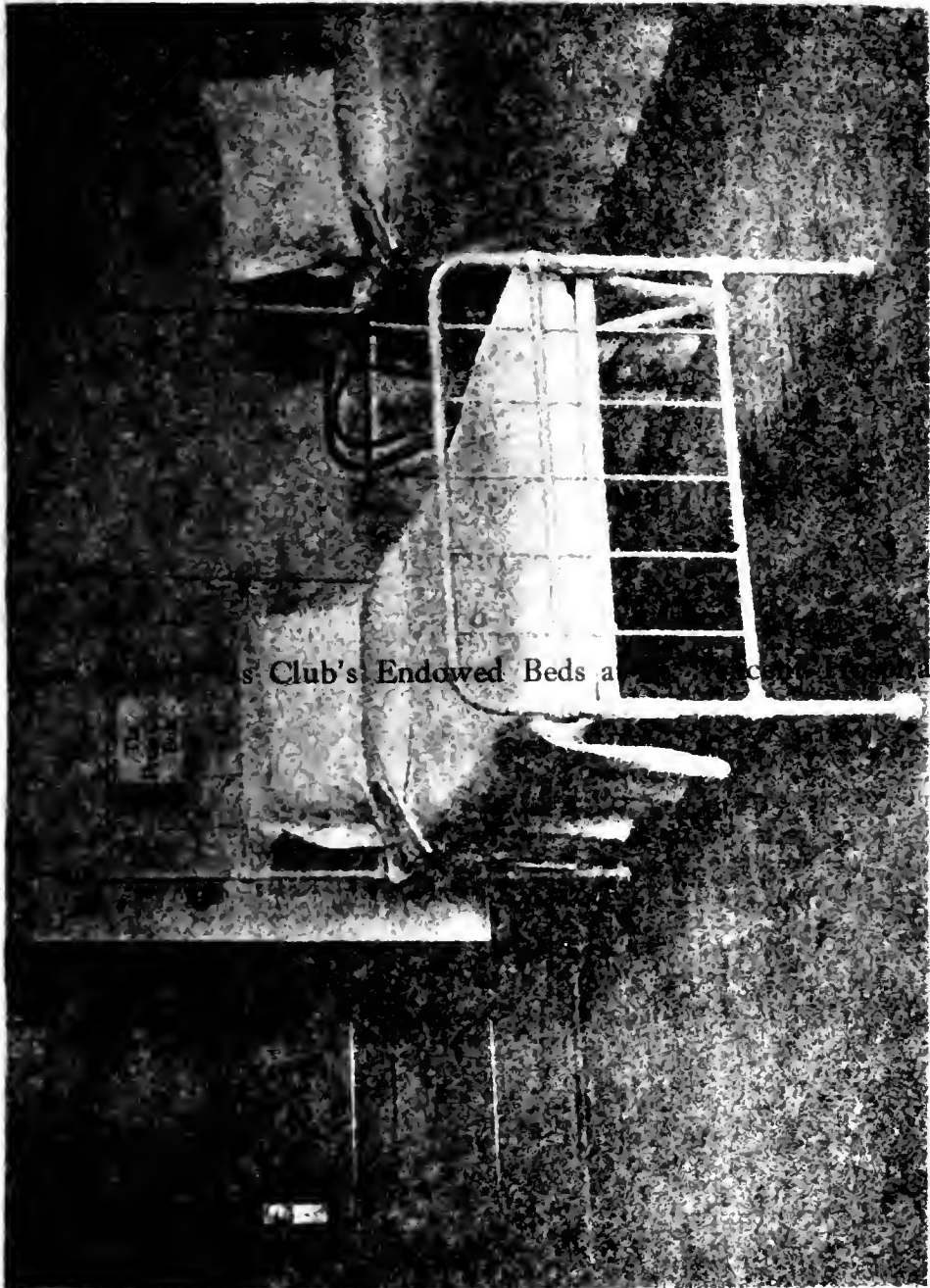
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present quotation, cannot be made a very profitable enterprise, and in the case referred to has probably resulted in actual loss of money. However, both of these establishments print evening editions, and with these each publisher has been superlatively successful from a financial viewpoint.

The morning newspaper retains its strength of character, and in the essentials of accuracy and completeness appears likely always to predominate among the more discriminating class of newspaper readers. Much more care is given to the verification and presentation of news. Particularly is this true of financial and commercial news, the importance of which is steadily growing. Naturally much stress is laid on the value of the editorial page of the morning newspaper. Its political policy likewise has a most consequential bearing on its circulation and influence. Except in one or two conspicuous instances it is more dignified than its evening contemporaries, usually more erudite and rarely descends to the big type gymnastics of most evening newspapers. There is more system in its "make-up," although in this matter there are often grave departures from good form and ordinary news judgment. A casual glance at the first page stories of the leading New York morning newspapers of any single day will amply illustrate the extraordinary difference of opinion among editors as to what are really the most absorbing news developments of the day.

The question of what to print and what not to print arises in each newspaper office in New York every night, and the taste of the editor is reflected in the columns of his newspaper each day. Any discerning reader can tell from the newspaper as easily as an intimate friend of its editor can tell from private conversation with him the actuating motives and the general aim of his publication. Except in the advertising departments, which do not come within the province of this article, these motives are invariably intended to serve the best interests of the community, as the editor sees them, however open to criticism they may be in conception.

The question as to where license transcends liberty in the publication of a newspaper is ever present in all offices. Especially is this the case in political articles, in the more or less stringent criticisms of public officials and in the stories about candidates in every campaign, municipal, state or national. It is much to be feared that the intemperate utterances of many publications have the ultimate effect of deterring many honest, capable men from accepting public office, and while it is unquestionably true that newspaper exposure of rascality in



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PHOTOGRAPHY BY COLOR COPY

NY PRESS CLUB

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office has been of great public service, yet it may well be doubted whether the extreme partisanship of many newspapers does not oftener do harm than good. The tendency of most newspapers, however, is to weigh their utterances carefully. Recently public men have assumed an attitude of self defense, and nearly every editor nowadays will consider thoughtfully any contemplated attack before it is published. No editor in the present era deliberately invites a libel suit, although at one time such a suit was considered one of the best forms of advertising a publication.

Illustration has steadily grown in favor among both morning and evening newspapers. In the morning edition the cartoon, usually upon a political topic, continues to be the most popular pictorial feature, while in the evening the comic picture predominates. Strenuous efforts are made by editors to invest their columns with a vein of fun and humor. The end sought is to relieve the dark news of the day with as much brightness and sunshine as possible and to satiate the ever present public demand for anything that will produce a laugh.

With the cartoonist the object is different. He seeks by the aid of his drawing to convey some great moral or political truth, and to reach those of the newspaper's readers who pass lightly over its editorial columns. The first class cartoonist usually receives as high and in many instances a higher salary than the editor. It is this test that settles the relative value of each to the publisher, and it is, therefore, easy to be seen that the cartoon and the comic picture play important roles in the development of today's newspapers.

Much progress has yet to be made in the publication of half-tone pictures. Occasionally one is printed excellently; but rapid press-work is the great obstacle in the way of first class reproduction of photographs, except in the case of supplements that are printed by special presses and on a higher grade of paper than can be used in the news sections. Hundreds of thousands of dollars have been spent to perfect the printing of half-tones, and probably there will be no end of experiments until some device is discovered that will produce satisfactory results. None that is absolutely reliable on a fast press exists today.

The advent of the "Sporting Extra," now designated in some cases by pink paper, was of very great value to the evening newspaper. During the season the result of a baseball game or a horse race is of paramount importance to a great many people, and the rivalry in issuing this edition is the keenest in the newspaper field. At

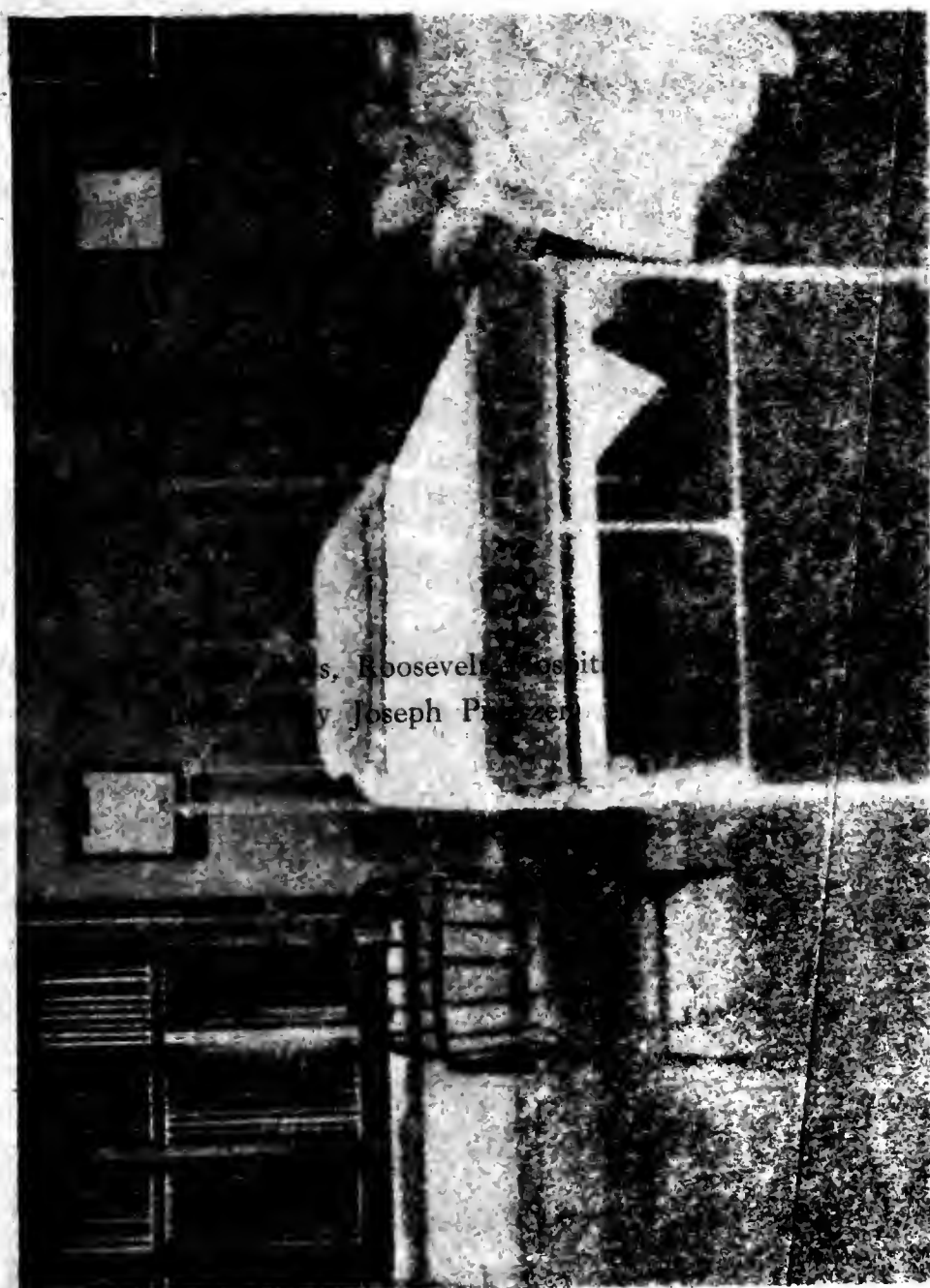
JOURNALISM

such a necessarily late hour in the afternoon the efforts of each publication to be "first on the street" with the results are of a really strenuous nature, and have brought into use the "fudge," red ink and pink paper and every known aid to speed—human, electric and mechanical.

Sports, in particular horse racing, also play a conspicuous part in the early editions of evening newspapers. It is estimated that one newspaper sells 40,000 copies a day through the publication of the "past performances" of horses entered to race later in the day. Nearly all of the newspapers print tips on the various events, notwithstanding the fact that most of the editorial columns insist that horse racing is a demoralizing and iniquitous sport. Editorial conscience is satisfied, however, by the assertion that the public demands this sort of news and that the bad must go with the good in order to disseminate the good to the greatest number.

In point of circulation, estimated in round numbers, the evening newspapers distribute about 2,000,000 copies per day as compared with the 1,000,000 circulation of morning newspapers, or a ratio of 2 to 1. Twenty-five years ago the ratio was about the same proportion in favor of the morning newspaper; but the combined circulation was less than one-half of the figures of today.

This growth of a quarter of a century is indeed remarkable. What the next twenty-five years will bring forth can only be dimly imagined; but the statement that the daily newspaper will be one of the most powerful elements in the progress of human development admits no possible argument.



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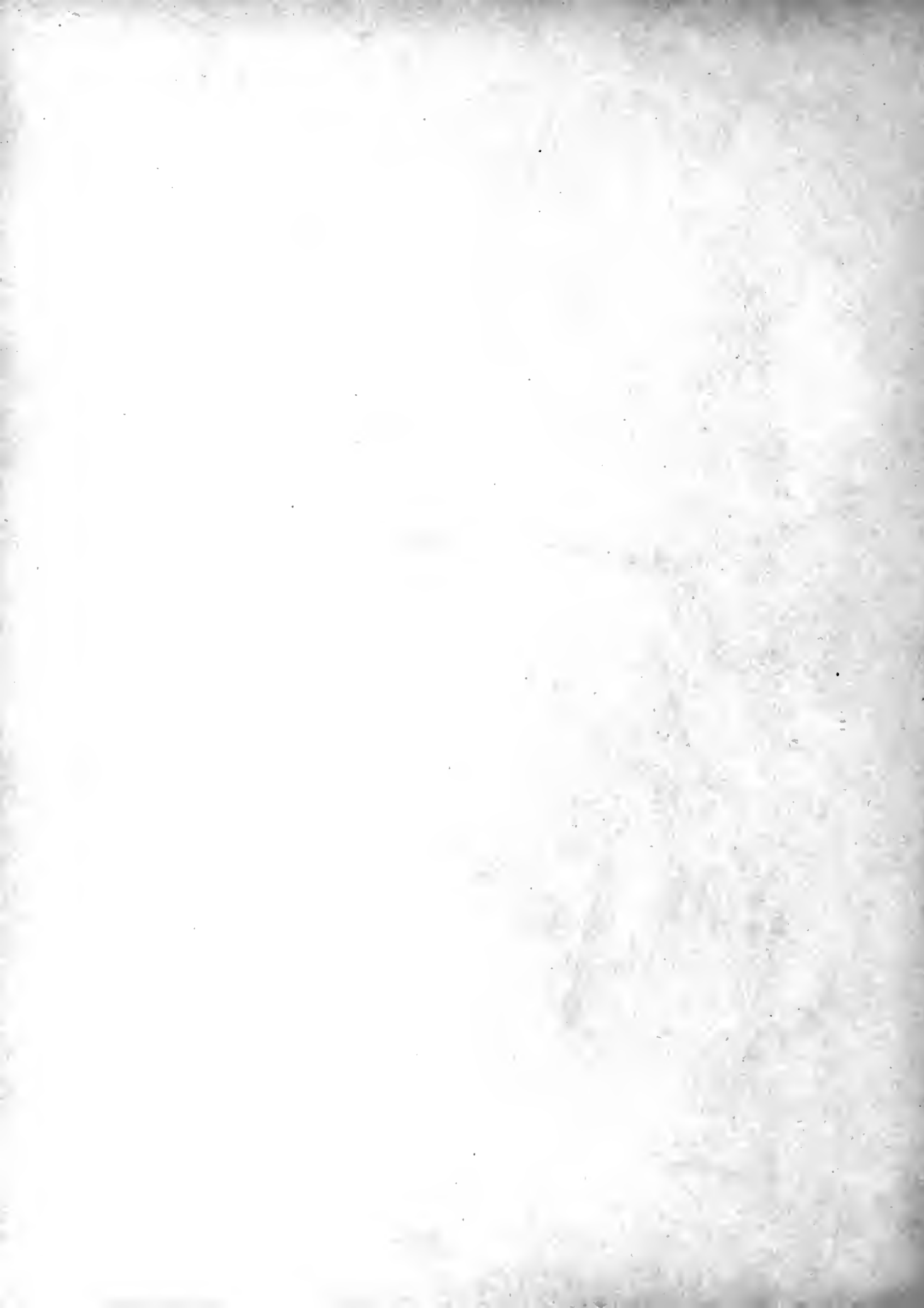
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PHOTOGRAPH BY COLOR CO. N.Y.

NY PRESS CLUB



THE SUNDAY NEWSPAPER

BY ARTHUR BENINGTON,

Member of the Editorial Staff of the Sunday World.

"Stupendous!" was the word an eminent Englishman selected recently to characterize a New York Sunday newspaper. They have nothing like it in London, or in Paris, or Berlin, or anywhere else on earth, save only in America. And here there is scarcely a good sized town that has not a Sunday paper, beside which the dailies of European capitals look small. In England Sunday newspapers have been tried and failed. On the continent of Europe the Sunday edition differs in no way from the daily. It is only here in America that the paper is a feature of Sunday, as much a feature of it as is church or a closed office.

The Sunday newspaper is a family affair, for it is read in the home, whereas the daily is, as a general rule, read by the head of the house at breakfast, on the way to business, or in his office. That is why the great advertisers select the Sunday papers for their heaviest display. Whereas the dailies reach the man of the house almost exclusively, the Sunday editions are read by the mother, the daughters, and even by the children.

In the days when our fathers were young there were Sunday papers, but they were weeklies, published independently of the dailies. Then the dailies began to enlarge their size on Sundays; illustrations crept in, and, as processes of engraving were improved and cheapened, became frequent. But the Sunday newspaper, as we know it today, really dates from the invention of color printing and the half-tone process of reproducing photographs, for these alone made elaborate illustration possible. Illustration of newspapers before 1893 had been confined to line drawings, with an occasional pencil sketch roughly reproduced; the pictures had been small and subordinated to the articles they illustrated. For three or four years before that date the Sunday papers had issued magazine supplements filled with well written special articles.

Back in the 80's the Sunday paper was merely a rather larger

JOURNALISM

edition than the daily, with special cable dispatches and special articles on topics of local interest, written principally by members of the city staff. Each paper had a Sunday editor, and in the larger offices he had an assistant, but a Sunday staff distinct and separate from the news department was unknown.

In the late 80's Col. John A. Cockerill was Sunday editor of the World. The staff was a salaried one, and its members were expected to contribute to the Sunday edition, but it was often the case that there was not enough original matter turned in to fill up the columns, and reprint had to be used. Then used to come a wail from the Colonel in the form of a notice on the bulletin board that every member of the staff must furnish at least one article for the Sunday paper. Colonel Cockerill used to assign men to write special articles, which they were supposed to prepare in the intervals of their ordinary city assignments.

Then the men were placed "on space," and this gave them a greater incentive to prepare original matter, for the Sunday editor would accept almost anything they wrote.

I merely cite this as an illustration of the methods of fifteen years ago. These methods were about the same on all papers. And some of the papers are only just beginning to change the method today. When a paper has a staff of good men with plenty of ideas, and a Sunday editor of excellent and tried judgment, the old fashioned way is still successful. This is exemplified in the Sun of today, which is largely made up of matter contributed at space rates by men on the regular staff.

On the Sun every member of the staff, whether he be on salary or on space, has a right to submit matter for publication in the Sunday paper, and he is paid space rates for it even if he be drawing a salary as city editor or a copy reader. On some papers no salaried man is paid for any article he writes, this being justified by the assertion that his salary covers all the work he may do for his employer. This is not only an injustice to the men, but a shortsighted policy for the paper. Take a copy reader, for instance, who is working on salary from 5 or 6 p. m. to 2 or 3 a. m.; he is a man of more than the ordinary intelligence, or he would not be sitting in judgment on the work of other men. But if he have a brilliant idea for an article entirely outside of his own line of work, the preparation of which would involve the devotion of his spare time to it, he can get no extra remuneration for it. What is the consequence? The majority of men will submit such an article to a magazine, or even to some rival paper,



ARTHUR BENNINGTON

Journalist

Secretary Board of Trustees, N. Y. Press Club

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N.Y. PRESS CLUB

PHOTOGRAPH BY J. T. M. - N.

JOURNALISM

which will pay them well for it if it be accepted, and the paper on which they are working loses a good story, simply because it has a rule which forbids the payment of space rates to salaried men. It may be said that a salaried man who would sell an article to a rival paper is not acting fairly by his employers. That is a matter of opinion, but, admitting it to be so, the man acts as he does largely because he has a feeling of resentment against what he considers an act of injustice on the part of his employer.

When Joseph Pulitzer picked out Morrill Goddard, and placed him in charge of the *Sunday World*, he revolutionized the *Sunday* paper. Mr. Pulitzer allowed Mr. Goddard to pick out a staff of men, artists and writers, and with them he organized a *Sunday* department. The *Sunday World* almost immediately blossomed out into a large sheet, filled with attractive articles copiously illustrated. The *Herald* followed the *World's* lead. Then William R. Hearst bought the *Journal*, and began a whirlwind campaign for a circulation, building up a moribund concern by tempting away from other papers the best men they had, paying them salaries on a scale theretofore unheard of, and filling up his office with "stars" in every department.

The rivalry between the *World* and the *Journal* became intense, especially in their *Sunday* editions. They forced the old *Sunday Mercury* out of business; they startled the whole journalistic world by the extravagance of their illustrations and articles, each vying with the other for sensationalism.

But this is going ahead of the story a little. For the great *Sunday* paper, as we know it today, was born on November 19, 1893, in the Pulitzer Building. That was the day on which the *Sunday World* printed its first colored supplement as a regular feature. Long before that Albert Pulitzer, who was then owner of the *Journal*, had given away colored pictures with the *Sunday Journal*, but they were made outside the office, had no relation to anything in the paper, and were in no sense a part of it. The *Sunday World* began by illustrating in color two articles, one on the front and one on the back page of a special supplement. The first *Sunday* showed a view of the interior of St. Patrick's Cathedral at High Mass, and of the Atlantic Garden at night. The following *Sunday* showed Jefferson Market Police Court on a *Sunday* morning, and a night scene in a sailors' dance hall on Cherry Hill.

These colored pictures were poor in color and execution, but they revolutionized *Sunday* journalism. Gradually, month by month, the

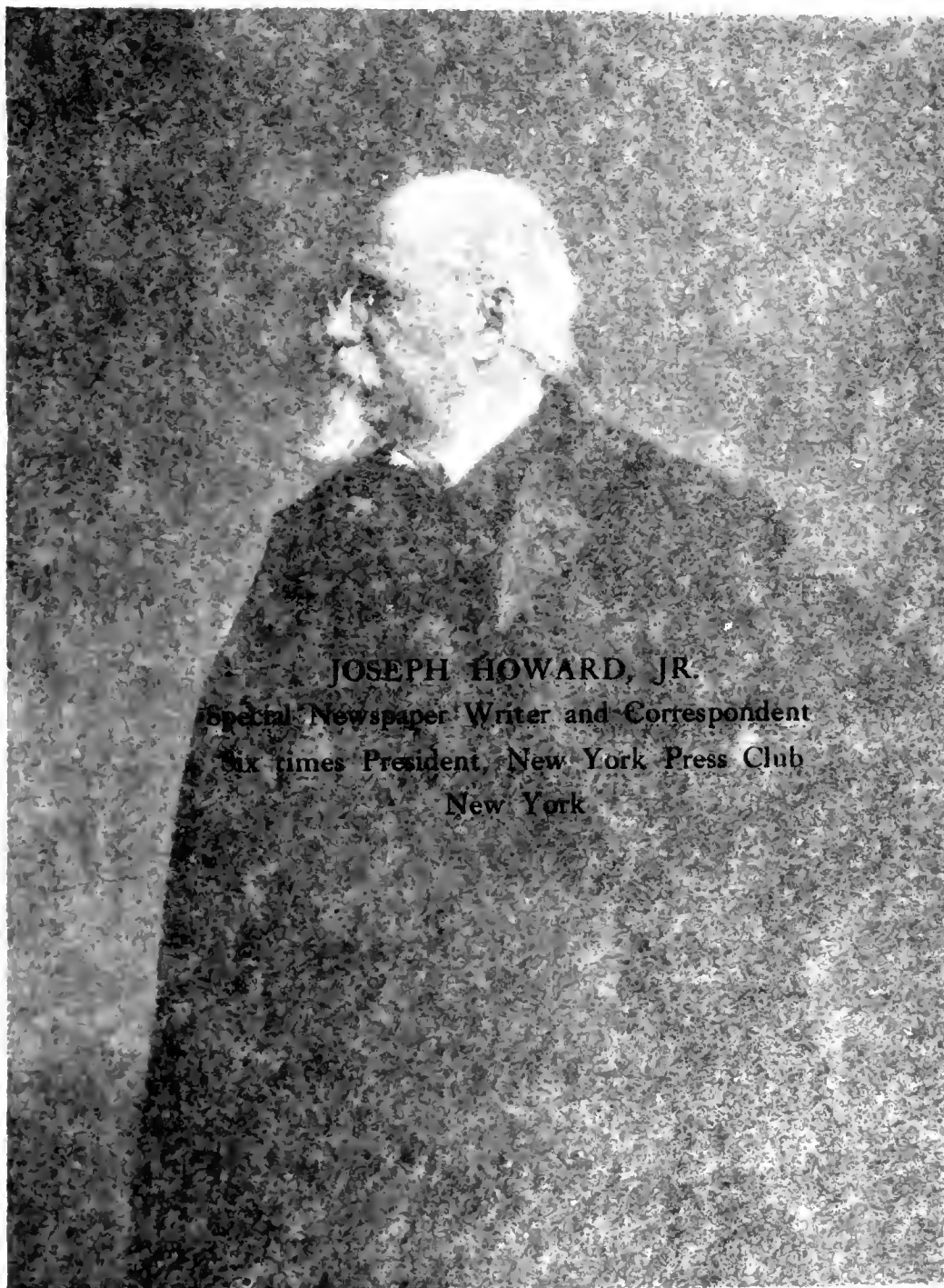
JOURNALISM

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The Herald followed with a color press in a few months. And one of Mr. Hearst's first acts on buying the Journal was to install a color press. The Press followed a few years later; then some of the evening papers for their Saturday editions.

The rivalry between the World and Journal stimulated the Sunday paper, which grew larger and larger, with more and more interesting features, and more and more elaborate illustrations. The weekly magazines suffered terribly from this enterprise on the part of the dailies. The monthlies suffered also, but in a lesser degree. The Sunday papers engaged clever writers to do special articles for them; they invaded the hitherto sacred field of the magazines, published articles on every conceivable topic, and spread a drag-net all over the world. This forced the magazines to compete with the Sunday papers, not only in illustration and matter but in price. When a man could buy for five cents a well illustrated magazine, full of well written matter on the most absorbing topics of the day, together with all the news of the world right up to a few hours before the moment of publication, he was not going to pay twenty-five cents for a magazine, different only in shape and quality of paper, and with articles no better written, little better illustrated, and few of them up to date.

The comic weeklies received a blow from which they have not yet recovered, and from which there is no sign at present of their recovery, when the Sunday World, on November 18, 1894, issued an eight-page comic supplement in color. Colored funny pictures had already appeared in the magazine section, but here was a regular comic paper, drawn by clever artists. It instantly became a feature of the Sunday paper, and is more than ever a feature today. The first great hit of the comic supplement was the "Yellow Kid," invented by R. F. Outcault. The exploitation of this funny child in the Sunday World sent its circulation up enormously, and made the rival Journal green with envy. Mr. Hearst had recently hired Morrill Goddard away from the World, and made him Sunday editor, and he had ordered, but not yet received, a color press. It soon arrived, however, and money tempted Outcault to leave the World and take his "Yellow Kid" over to the Journal. The World had advertised the "Yellow Kid" with splendid judgment, and Mr. Hearst had to outdo this advertising in order to let the general public know the "Yellow Kid" had moved. This bold piece of strategy was effective,



JOSEPH HOWARD, JR.

Special Newspaper Writer and Correspondent

Six times President, New York Press Club

New York

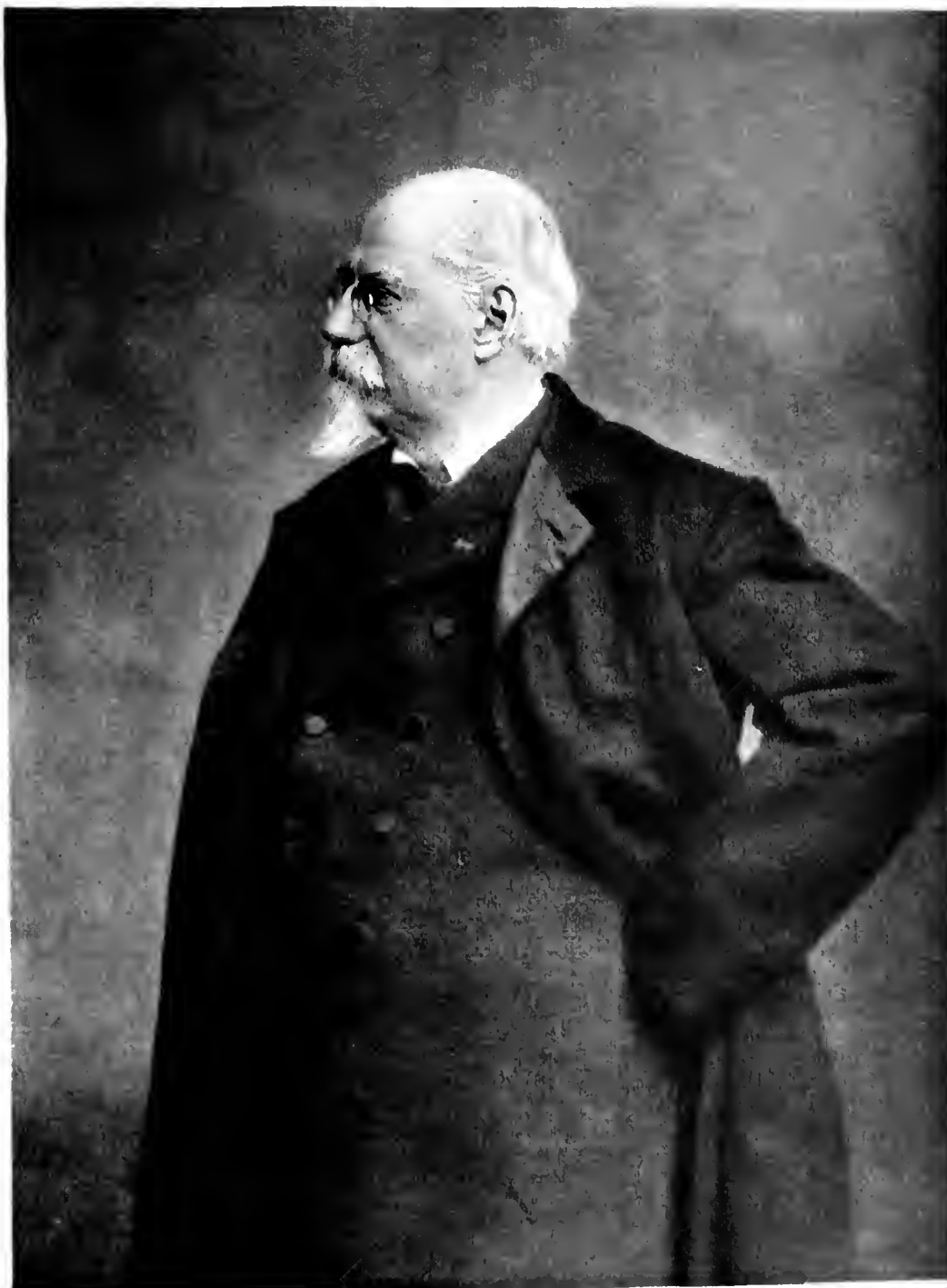
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NY PRESS CLUB.

PHOTOGRAPHURE C. COLOR CO. NY.

JOURNALISM

for the Journal's comic supplement, under the direction of Rudolph Block, long one of the best reporters on the Sun, built up its circulation as it had that of the World.

It is a fact, which every circulation manager in town will verify, that the comic supplement is one of most valuable features of the Sunday paper. The reason is that every child wants it. The features of these comics, the "Panhandle Petes," "Buster Browns," "Katzenjammer Kids," "Lady Bountifuls," "Foxy Grandpas," "Simon Simples" and their ilk, have become an institution of American life, have ruined the old fashioned comic weeklies, and furnished the stage with many characters.

It was the first of these, the "Yellow Kid," that gave the name to "yellow journalism." Simultaneously with the move of Mr. Outcault and his "Yellow Kid" to the Journal, the latter sheet spread out into its most sensational form, and the term "yellow journalism" was suggested by the flaming posters with which it was advertising the "Yellow Kid."

The Sunday newspaper of today is prepared with elaborate care and far more attention to detail than is possible in the news department. The majority of Sunday papers consist of the main sheet, devoted to Saturday's news, which goes to press on Saturday night at the usual hour, or perhaps an hour earlier; several sections devoted to advertising and special news features, which go to press on Saturday afternoon, and "magazine" and comic sections, which go to press early in the week, perhaps as long as a week or ten days before the date of issue. Many circumstances unite to compel this early printing. In the first place these sections must be entirely out of the way before the news sections are printed, in order that the presses may be free to get the paper out on time; in the next place, the color presses must necessarily work more slowly than the ordinary ones, and—another new feature of journalism—many of the articles are sold to other newspapers all over the United States, and the matrices, or at any rate the proofs, must be shipped in time for these other papers to print them on simultaneous dates. Then there is nothing in the Sunday magazine features which cannot be prepared a week, or even two weeks, before publication. This gives the editors an opportunity to handle their matter with great care. They have staffs of half a dozen or a dozen men who are good writers, with tried judgment and long experience, and who can spend any amount of time that may be necessary to the preparation of their stories; they have artists and photographers in plenty, and there is no excuse for any slipshod work.

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This is true of the larger papers, such as the *World*, *Herald* and *American* and *Journal*, and, with differences of degree, dependent upon the organization of their offices, is true of the smaller papers. The Sunday editor must be a man of splendid judgment, and the smaller the staff he has the more is this necessary, for in a large office he has many assistants, and all features are thoroughly discussed by them in formal or informal councils, so nothing appears which has not received the mature opinion of several minds, while in a small office the Sunday editor has no one whose different point of view or argument can correct his errors of judgment. The Sunday editor caters to a class of readers that is different from the class with which the news editor has to deal. And the better he knows the class of people who read the paper, the better will be his production. He has to interest the women, hence the pages about fashions and calisthenics, and the articles on wrinkles and superfluous fat. He has to interest the children, hence the comic supplements. He has to give a variety of matter to please all sorts of tastes, for the Sunday paper is read in the farmhouses up the State, and in the drawing rooms on Fifth avenue; in the East Side tenements and the millionaires' clubs; in the suburbs of Flatbush and New Rochelle, and in the dormitories of colleges and universities; by women and children in all walks of life, as well as by the men who form the great mass of the readers of the daily papers. The circulation of the Sunday papers in the rural districts is enormous, and the country readers must be fed on a class of matter that would not suit their city-bred cousins; but the city-bred must not be neglected either, hence the variety of matters dealt with in a Sunday paper. This may explain to many people the reason for printing certain things that do not interest them as individuals.

In the last few years there has been on the part of the Sunday papers a noticeable tendency to become less sensational. The features they select are those with human interest, scientific value, immediate public importance, and not those morbid horrors which they strained after a few years ago. They are, as a rule, wholesome, entertaining and interesting to a wide diversity of tastes.

The Sunday newspaper has made itself an institution of this America of ours—they have no such thing in any other country—and it has become so universally read that its influence is enormous. Whether this influence be for good or for bad is a matter of opinion. Certain it is that the Sunday papers give to millions of Americans a large mass of interesting and timely reading matter, much of which is actually instructive, at a price that is within the reach of even the



J. E. HARDEN

Vice-President of the New York Business Club

Member of the New York Association

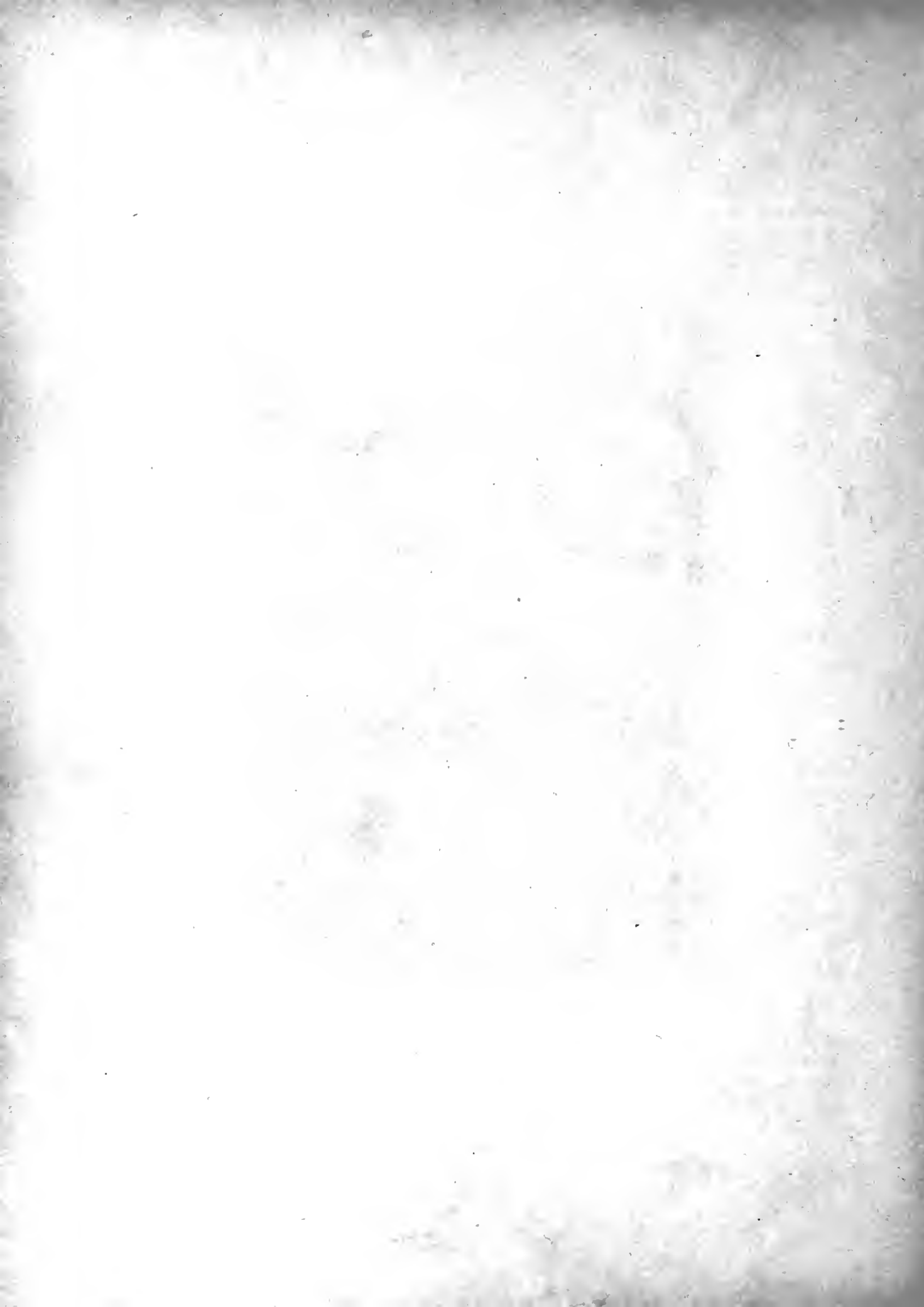
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This is true of the larger papers, such as the World, Herald and Tribune and Journal and, with differences of degree, dependent upon the organization of their offices, is true of the smaller papers. The Sunday editor must be a man of splendid judgment, and the smaller the staff he has the more is this necessary, for in a large office he has many assistants, and all features are thoroughly discussed by them in formal or informal councils, so nothing appears which has not received the mature opinion of several minds, while in a small office the Sunday editor has no one whose different point of view might help to correct his errors of judgment. The Sunday editor caters to a class of readers that is different from the class with which the daily editor has to deal. And the better he knows the class of people who read the paper, the better will be his production. He has to interest the women, hence the pages about fashions and calisthenics, and the articles on wrinkles and superfluous fat. He has to interest the children, hence the comic supplements. He has to give a variety of matter to please all sorts of tastes, for the Sunday paper is read in the parlors on the State, and in the drawing rooms on Fifth Avenue; in the East Side tenements and the millionaires' clubs; in the suburbs of Manhattan and New Rochelle, and in the dormitories of colleges and universities. It is read by women and children, as well as by the men who form the great mass of the readers of the daily papers. The circulation of the Sunday papers in the rural districts is enormous, and the country readers must be fed on a class of matter that would not suit their city-bred cousins; but the city-bred must not be neglected either, hence the variety of matters dealt with in a Sunday paper. This may explain to many people the reason for printing certain things that do not interest them as individuals.

In the last few years there has been on the part of the Sunday papers a noticeable tendency to become less sensational. The features they select are those with human interest, scientific value, immediate public importance, and not those morbid horrors which they strained after a few years ago. They are, as a rule, wholesome, entertaining and interesting to a wide diversity of tastes.

The Sunday newspaper has made itself an institution of this America of ours—they have no such thing in any other country—and it has become so universally read that its influence is enormous. Whether this influence be for good or for bad is a matter of opinion. Certain it is that the Sunday papers give to millions of Americans a large mass of interesting and timely reading matter, much of which is actually instructive, at a price that is within the reach of even the





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poorest. Certain it is that millions are led by them to read who would never read were it not for them. In this, that they keep the mass of the people well informed about what is going on in the great world around them, that they give the public all that is best in the thought, in the science, in the economics of the greatest minds of the day, they are doing an educational work which is rivaled only by the public schools.





ALEXANDER BLACK
New York World





ILLUSTRATED JOURNALISM

BY ALEXANDER BLACK,

Superintendent of the Art Department of the New York World.

It would be entirely truthful to say that the illustrated newspaper is as old as newspapers themselves. The illuminated text preceded the type printed page and the decorative instinct, and later the actual need of illustration inevitably brought tentative cuts into partnership with type.

The cartoon shouldered its way through the crowd of type while the devices of journalism were still exceedingly primitive. They were funny, these cartoons and caricatures—funnier than the irreverent designers suspected. This is the fate of the comic, that it shall both lose and gain and end by being something different from that which it was at the beginning.

And then, there were the ads. In the past, as in the present, the advertisement was the thing with which the counting room pricked the conscience of the pen. According to the cuts all the houses that were for sale or to let were the same size to a hair; and all the trains were drawn by the same engine. Most of the early newspapers acquired all the illustrations they contained from the stenciled metal symbolism of the type foundry.

There was a long middle period of wood cut vagaries, sometimes ambitious enough to indicate a real enterprise, in which the interest is more than antiquarian; but illustrated journalism as we understand it today is a young affair, much younger than it stops to remember. Actually it dates from the application of those photo-mechanical processes by which the slow labor of the hand engraver was put aside. There were, indeed, hand processes that bridged the space between the slowly made wood block and the quickly made zinc etching. Their history is technical. The early laborers should not go without glory—wonderful feats of rapid hand tooling were performed by the wood engravers. But our interest is with the vast, complicated and restless science by which the art work of the present gets itself transferred to the printed page.

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The first use of the "line" etching was without thought of the future that lay in the "half-tone" now so familiar in the news columns of the hour. Photographs of celebrities were transferred into line for the etcher's plate, and the news cuts were made from line sketches by the news artists. Work of this sort developed a school of draughtsmen who carried pen translation to a point scarcely inferior to that represented in the best etchers, and there are not a few today who insist that a first class pen drawing is for all the purposes of the newspaper press at once the clearest, cleanest and most artistic method of illustration. And it is quite true that the first half-tones were not beautiful to look upon. But with the perfection of the zinc etching, stereotyping and printing, the printed result of the half-tone steadily improved in quality. Photography, the handmaid of science and of art, came in time to be not merely the assistant of the artist, ceased merely to supply facts for translation, but became a direct gatherer of news. The newspaper photographic staff is now as much on call as its reporters. Within the hour the record of the camera is on the press, and without the intervention of any modifying brush. The flashlight picture made at the elbow of the reporter is etched by the time his "copy" is written.

This partnership of the draughtsman and the designer with the photographic camera gives to the cut department of the modern newspaper an equipment for any illustrative emergency. Modern journalism has, however, gone beyond the strictly newsgathering processes. The modern Sunday newspaper tells the story. This ambitious edition has invaded the field of the comic weekly, drawing into its forces the cleverest cartoonists and caricaturists of the day; it has demanded skilled illustrators for the presentation of fiction, fashion and the sciences; it has reached into the field once dominated by the magazines, and has enlarged its art equipment to meet the call made by these enterprises. Pictorially the newspaper now has no limitation save that imposed by rapid printing. The color sections are overlaid for the color press by the ablest printers available, but a half million edition is a huge obstacle to the delicacies. It is amazing that so much artistic beauty is preserved in work produced under such relentless pressure of time and speed.

Beyond any doubt that ever present pressure of competition will carry the illustrated newspaper vastly farther than it has yet gone—natural evolution is building wonders day by day. Possibly we have gone the limit in mere bulk. Any more for a nickel would be sheer embarrassment. The next turn must be toward higher quality in



HERMAN RIDDER

General Manager The New Yorker Staats-Zeitung

President New York Press Club, 1902-1903

Director The Associated Press

N.Y. PRESS CLUB

PHOTOGRAPH BY E. COHEN

JOURNALISM

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General Manager of the New York Times
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NY PRESS CLUB

PHOTOGRAPHURE & COLOR CO. NY



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paper and printing. How soon this may be accomplished without tempting counting-room Providence I do not venture to say. The art side of the best present output is already an exceedingly expensive matter. The best draughtsmen, designers and colorists cost a heap of money; so do good half-tone and colored inks. But the public is spoiled and wants—well, it wants all that competitive enterprise can give. Very surely it likes pictures. You must read your column of news or fancy, but you read the news picture at a glance—know whether it is good or bad at a glance—and feel whatever pique or impulse that may lie in the work of the artist's imagination without a great investment of time.

It is for this latter reason, if it were needed, that, while a newspaper might get along with varying degrees of skill in its writers, all of its artists should be clever. He who runs may read headlines only; the pictures confess themselves for better or for worse at one stroke. Very often, probably, they look, at one stroke, to be bad. This is not an illusion. Very often they are, indeed, bad. How should they be otherwise in the tremendous clatter of events when instant results must be forthcoming? The truth is that newspaper art runs the gamut. It has poor stuff rushed to the press, demanded, good or bad, for the thing it tells; and it has some of the boldest, wittiest, most ingenious and noteworthy pictorial work now put into print anywhere.

How much has been gained, how long a road has been traveled in so short a time, we may judge from the present attitude of the artist toward the newspaper studio. The draughtsman once hesitated to accept the label of "newspaper artist," just as the painter once shuddered at the thought of being called an "illustrator." Abbey, Pyle, Du Maurier, Gibson, Smedley, Wenzell and certain others have lifted illustration to a high rank, and the position of the newspaper artist has changed in a not less striking degree. Money whispers even to artists, and rating moves somewhat by the recompense. Some of the best art work of the country finds its way into the curiously heterogeneous grouping of the Sunday pages. Newspaper art work has a long road before it, and it storms the way with characteristic confidence and energy.



JOSEPH P. KAMP

President of the N. Y. World

REPRESS CLUB

PROFESSOR OF THE

JOSEPH PULITZER
Journalist. Founder and Proprietor The N. Y. World
and St. Louis Post-Dispatch



N.Y. PRESS CLUB

PHOTOGRAPHURE CO. COLOR CO. N.Y.

THE MECHANICAL DEPARTMENT

BY GLENN S. WILLIAMSON,

Superintendent of the Mechanical Department of the
New York World.

When the first newspaper, the *Nieuwe Tydinghen*, published by Abraham Verhoven, first saw the light at Antwerp in 1605 a case of type and a handpress constituted its entire mechanical equipment. Today, three hundred years later, the plant of a representative metropolitan daily includes so many labor saving devices that a mere enumeration of them would fill the greater part of this page.

The story of the development of the printing press from the crude hand machine used by Gutenberg in producing the first book from movable type to the mechanical marvel that turns out every hour 300,000 eight-page papers, folded, pasted and counted, is well worth reading. Gutenberg's press was similar in construction to the cheese presses used by the Dutch housewives. It was a simple affair, consisting of two upright timbers with cross pieces of wood to hold them together at the top and bottom. There were also intermediate cross timbers, one of which supported the flat "bed" upon which the type was placed, and through another a wooden screw passed, its lower end resting on the centre of a wooden "platen," which was thus forced down on the type. The ink was applied to the face of the type by a ball of leather stuffed with wool, a sheet of paper was then placed upon the form and a blanket was spread over it to soften the impression and remove the inequalities. After these things had been done the form was pushed under the press and the screw was turned by a movable wooden bar until the platen forced the paper down upon the type and made the impression.

No improvement was made in this simple wooden printing press for one hundred and fifty years, when William Jensen Blaeuw, an Amsterdam printer, invented a device for rolling the bed in and out under the platen, and added a new form of hand lever for turning the screw. In 1798 the Earl of Stanhope substituted iron for wood in

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the structure of the press and devised a combination of levers to secure greater power in giving the impression to the paper.

Out of these and other improvements was evolved the type of press known as the Washington hand press, which, in principle and construction, has never been excelled by any hand printing machine.

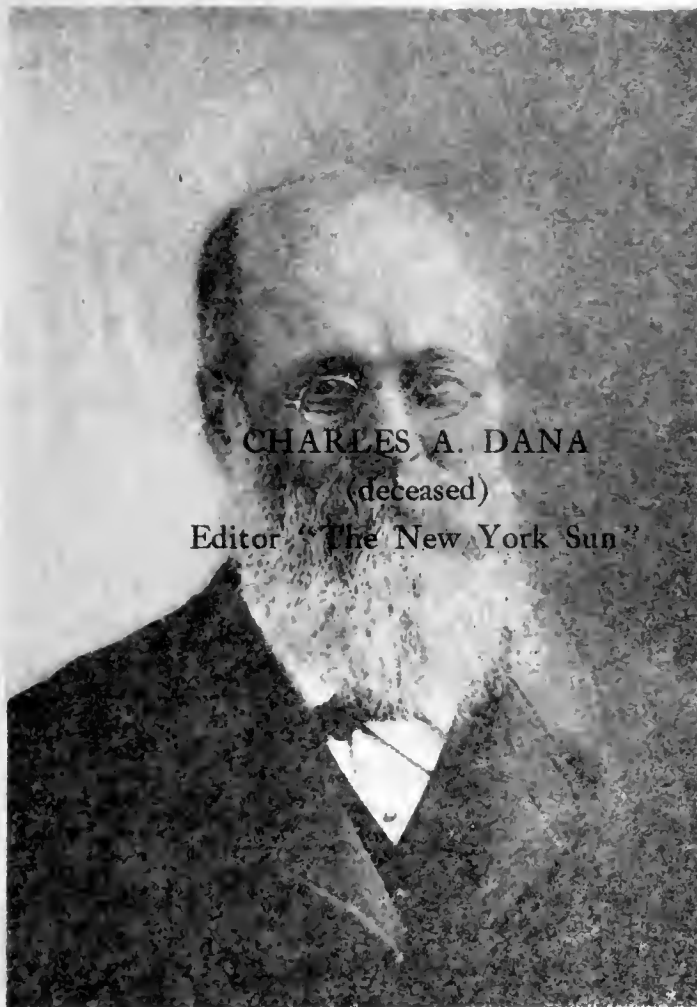
It would be impossible within the limits of this article to describe all of the printing machines that have been invented in the last hundred years. The most skillful mechanics of each generation have devoted their genius to the solution of the difficult problems involved in the construction of presses that would meet the demands of the newspaper publishers.

Each decade has seen some improvements made in their capacity and in their ability to do different kinds of work. With a Washington hand press a good workman could strike off only 2,000 impressions in a day. To construct a press that could be operated by steam or other power was, therefore, for years the ambition of inventors. It was Daniel Treadwell, of Boston, who, in 1822, succeeded in producing such a machine capable of making 1,000 impressions an hour. Eight years before Frederick Koenig, a German, had invented a cylinder press, which was set up in the office of the London Times. It did not give satisfaction, and was afterward superseded by the more rapid machines of Applegath and Cowper, which, with their eight cylinders, had a capacity of from 8,000 to 12,000 copies an hour.

Hoe & Co., who made the first cylinder press used in America, introduced many improvements in that type of printing machine. The single cylinder became a double cylinder press. Then the Hoe type revolving machine, the invention of Richard M. Hoe, was produced. The type was fastened in a horizontal position on a central cylinder around which were grouped from four to ten impression cylinders, according to the output required. With this press 20,000 papers an hour could be printed on one side.

The Civil War of 1861-1865 did more to stimulate the newspaper business than any other event of the nineteenth century. Daily and weekly papers sprang into being in every town, village and city. The public clamor for news from the front compelled the publishers to issue frequent editions. Presses of greater capacity were demanded, but could not be furnished by the manufacturers.

To William Bullock, of Philadelphia, belongs the honor of constructing the first machine that would print from a continuous roll of paper. It consisted of two printing cylinders, to which stereotyped plates were fastened, and two impression cylinders. This press was



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the structure of the press and devised a combination of levers to secure greater power to giving the impression to the paper.

One of the great improvements was evolved the type of press known as the "Hoe" press, which, in principle and construction, was a great improvement on the old printing machine.

A number of other improvements were made in the article to describe the printing process. The article was written in the last hundred years, and the improvements in the printing process have been made in the last hundred years. The improvements in the printing process have been made in the last hundred years.

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CHARLES A. DANA

(deceased)

Editor "The New York Sun"

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not a success at first because of its unreliability; but afterward it was perfected, and is now in general use.

The first rotary perfecting press was built by the proprietor of the London Times in 1868. The Hoe rotary, a much better machine, appeared in 1871, the first being installed in the office of the New York Tribune, and entirely superseded the Hoe type revolving machine that for twenty years had reigned supreme in the newspaper world. Then came the double supplement press, which cut, folded and pasted four, six, eight, ten twelve page papers at the rate of 24,000 an hour, or sixteen page papers at 12,000 an hour; the quadruple press, first introduced in the office of the New York World, having a capacity of 48,000 an hour; the septuple, built for the New York Herald, capable of turning out 72,000 papers an hour; the octuple press, that prints 96,000 papers an hour, and finally the great Goss machine, two of which may be seen in the office of the Herald, which produces 300,000 eight page or 150,000 sixteen page papers an hour.

I think we have about reached the limit in press capacity for producing printed copies. What we may expect in the next decade is improvement in the printing of half-tones and other plates on these rapid machines. One of our greatest needs is a press that will stop automatically when a web of paper breaks or anything happens to the machinery. Much paper is now wasted through our present inability to stop the press quickly enough after a break to save the loss.

The introduction of colored illustrations in the daily newspapers led to the invention of the first color press, which will print at the rate of 48,000 an hour. Some of these machines will give as high as eleven separate impressions or colors on a single copy of the paper; that is, it will print six colors on one side of the sheet and five on the other.

Half-tones are now printed on the fast rotary machines with almost as good effect as can be secured on the flat bed cylinder press.

The number of presses required to print the several editions of a popular daily newspaper depends upon its circulation and whether it is a morning or an evening publication. In the New York World office, where both morning and evening editions are printed, the press capacity must necessarily be large. Its equipment consists of fourteen presses, consisting of double, quadruple, sextuple and octuple machines, or the equivalent of sixty single presses. They have a capacity for printing, folding and counting 720,000 eight page papers an hour. The average running speed for working purposes, however, is 540,000 an hour.

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To dress these presses 560,000 stereotype plates were cast last year from the matrices of 50,000 black forms. These figures do not include the plates used on the color presses.

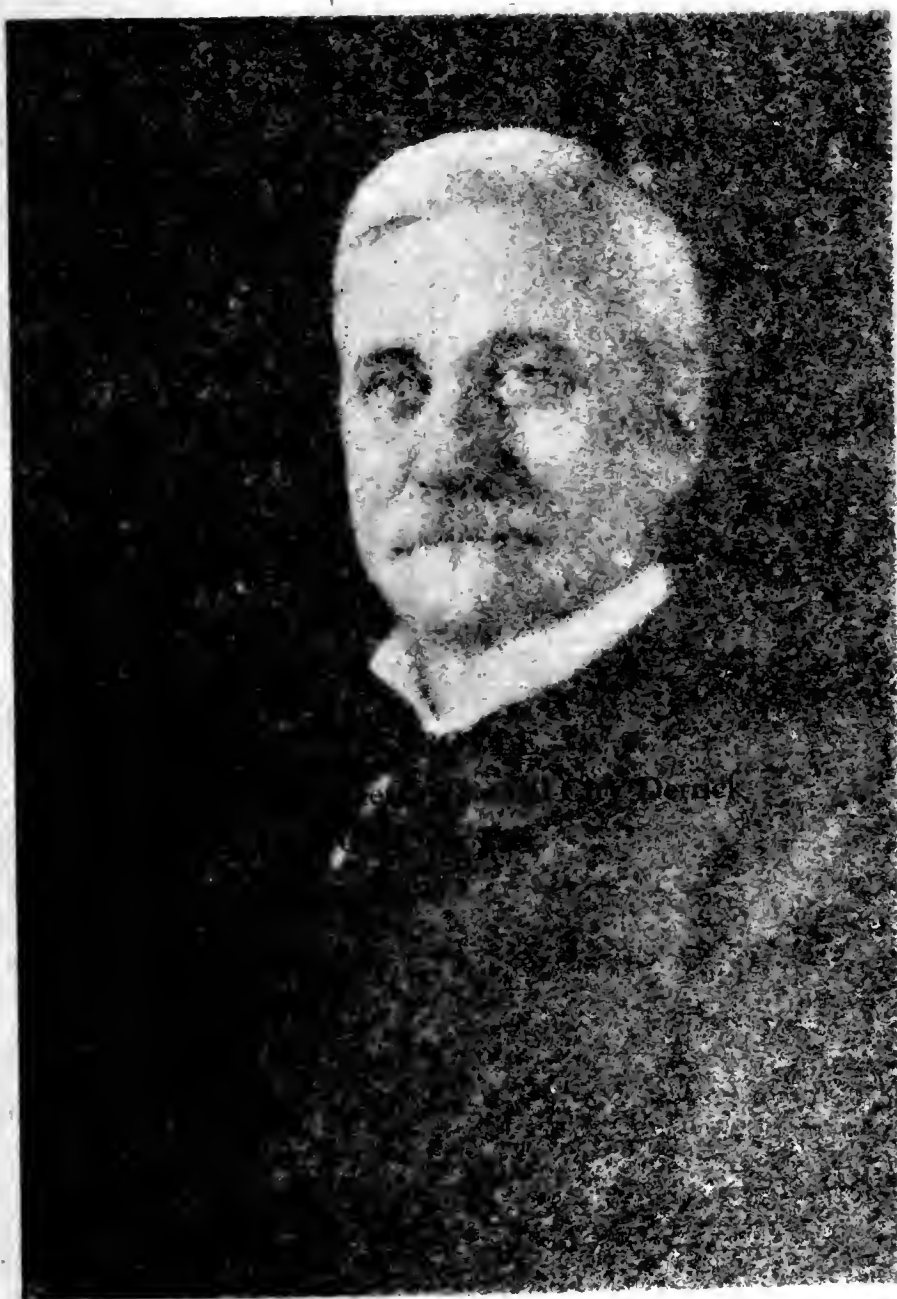
The amount of paper consumed by the World's presses in a year is more than 40,000 tons. Cut to the width of a newspaper page this quantity of paper would make a pathway 936,392 miles long. A spruce forest as large as Central Park, 843 acres, is cut every three months to supply wood to make the paper upon which the World is printed. The ink used in the pressroom of the World last year amounted to 1,067,406 pounds.

It might be of interest to know that it required 14,000 tons of coal and 7,000,000 cubic feet of water to develop steam with which to operate the mechanical department of this newspaper.

The introduction of electricity as the motive power in the modern pressroom has been the means of effecting many economies. In the operation of the printing machines the application of the multiple push-button two motor system of electrical control, power is saved and much of the delay occasioned by the breaking of the web is avoided; production is increased by reason of the quick make-up and the pressmen are protected from injury by the safety switch.

It seems almost incredible that up to ten years ago no great improvement had been made in the production of stereotype plates for newspaper work. Previous to this time the old-fashioned tip-up casting box, by the manipulation of which only one plate a minute could be made, was in use in all the big newspaper offices. Machines had been invented to do the work in all other departments, but in this it was claimed nothing further could be accomplished. It remained for Henry A. Wise Wood, president of the Campbell Press Company, who all his life has loved the study of machinery as some men love the study of art or sculpture, to solve the problem and invent the autoplate. The claims made for the machine were so remarkable that publishers laughed at him; but James Gordon Bennett had faith in his statements, and ordered the first autoplate to be placed in the Herald office. When he found by experience that the machine would do just what Mr. Wood claimed he gave an order for two more. The autoplate is now in use in many of the large newspaper offices of the United States and Europe. Its great cost, \$25,000, alone prevents it from being used in the smaller offices.

This machine will automatically cast, trim and make ready for the press four plates a minute. As the casting is done under pressure, all the plates are of uniform thickness and quality. Before the



JOURNALISM

To dress these presses 26,000 stereotype plates were cast last year from the matrices of 30,000 black forms. These figures do not include the plates used on the color presses.

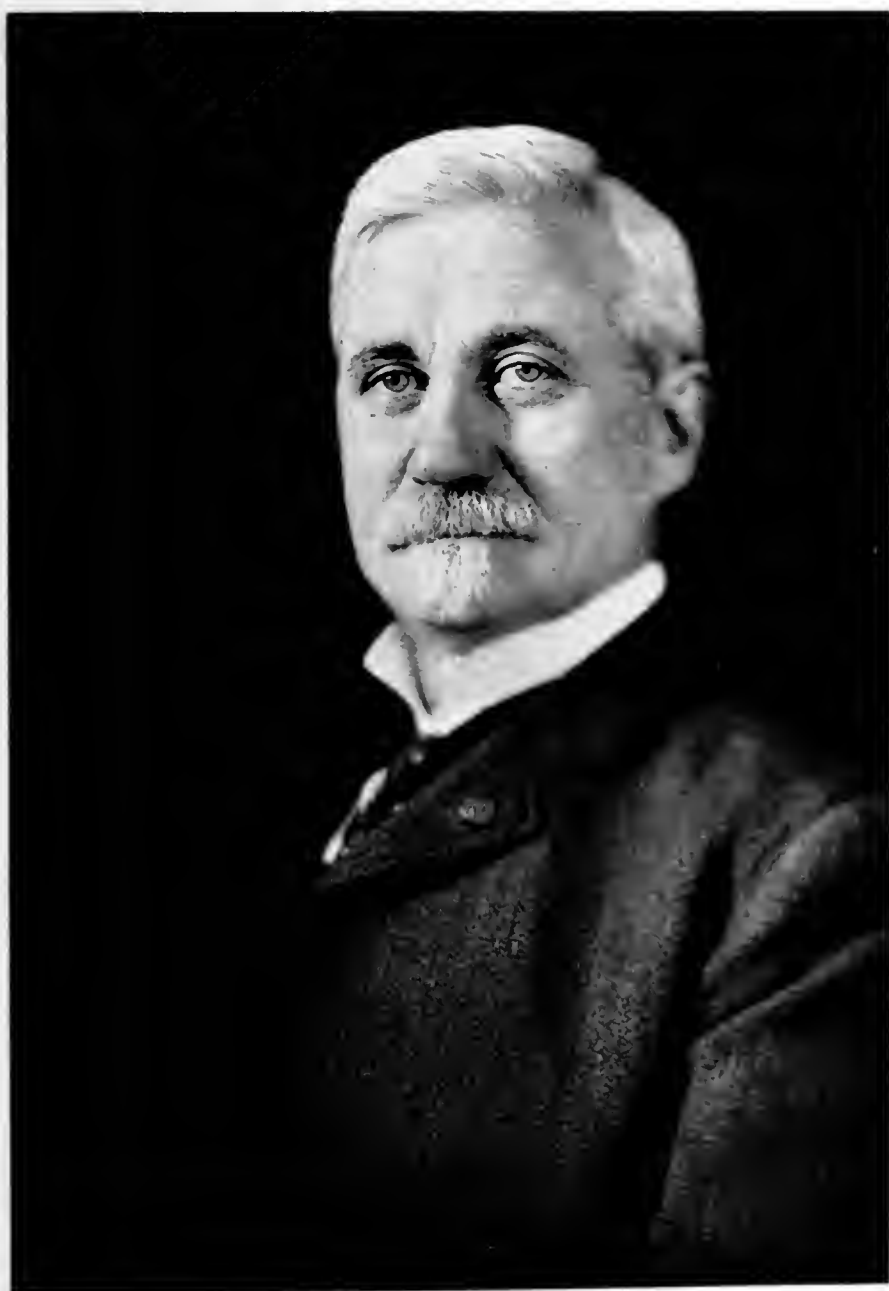
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autoplate was introduced in the World office it required from fifty to sixty minutes to dress the equivalent of ten sextuple presses after the stereotypers had received the last matrices. Now, the same work is done by the autoplate in about fifteen minutes, taking all the delays into account. This reduction in time makes a smaller number of presses necessary and allows the holding open of the forms for important news fully half an hour later. The machine effects a saving of 40,000 pounds of metal a year in the World office and \$200 a week in press time.

But it is not in the pressroom alone that great mechanical progress has been made. Upstairs in the composing room inventive brains have been at work. Hundreds of men had figured, and toiled, and experimented before Mergenthaler succeeded in constructing that mechanical marvel called the linotype, which is now in use in thousands of newspaper and printing offices—a machine that works with almost human intelligence and accomplishes as much in a day as three hand compositors. Two hundred men would be required to do the work by hand. Hand composition is still used in setting the display ads, but that is about all. The time may come when even these will be put in type by the linotype. Machines like the linotype had to come. The age demanded them, and they are here. Think of the handicap under which a great newspaper would labor if it was obliged to give them up!

This machine does not, as every printer knows, set type. What it does do is to set a line of matrices of the letters and cast them in molten metal in the form of a slug, type high and a column in width. In other words, it is a solidified line o' type—hence the name of the machine.

The monotype and the simplex are two machines that actually set type. The former consists of two parts, the first of which is a composing machine, which is in all essentials a typewriter controlling 225 characters. The operator plays upon the keys, and perforations representing the letters are cut in narrow strips or rolls of paper fed into the machine. These are then placed in a machine that automatically casts the letters just as they appear in the sentences. This mechanism is, in fact, a complete type foundry, only the type it casts is furnished already set in justified lines, not merely ready to be printed from, but as capable as a galley of hand set type of correction and alteration by means of sorts which the machine itself has previously cast. The monotype is in use in the office of the New York Sun and a few other newspapers.

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The simplex sets foundry made type. The machine consists of an upright cylinder around the edge of which the type is arranged in magazines, one for each character, and a keyboard. When a key is touched the desired letter is released and automatically delivered in proper sequence at one side of the machine, where a helper justifies the lines and places them on a galley. The simplex is employed in the smaller offices, where time and speed are not so essential as in the great newspaper offices. It costs \$1,500, or one-half the price of the linotype. It does its work well and is much prized by those who have used it.

Every important daily is now provided with a photo-engraving department for the production of plates for illustrations. The staff of artists, photographers, electrotypers and other workmen employed is large. The mechanical devices used in this department are the best known. The speed with which the work is accomplished is surprising. It is not unusual for the men to produce a plate ready for printing thirty minutes after receiving the photograph or artist's sketch. The number of these plates made in the course of a month runs up into thousands. In July, the dullest month of the summer, the photo-engraving department of the World turned out 51,612 square inches of plates for illustrations.

A new machine recently introduced in printing offices is a device for casting all kinds of type, from eight point up. With one of these machines it is possible to keep on hand an adequate supply of type of any font desired. It can readily be understood that in a large office where many kinds are used such a machine will effect a large saving in type founders' bills. Not only will it turn out first class type, but also fancy borders, rules, slugs and leads.

Nearly all of the mechanical improvements that have been introduced in newspaper offices in the last fifty years have had for their object the reduction of the time required in putting copy in type and in placing the printed copies in the hands of readers. It is a matter of fact that there has never yet been constructed a press that can do better work than the old hand press. The great octuple, with its hundreds of whirling wheels and its marvelous mechanism, is valuable only for its ability to print papers rapidly.

Speed, speed, speed! is the cry in the composing room and in the pressroom. The more quickly news can be turned into type and printed the better it is for the business end of the establishment. The newspaper that can reach the public first, other things being equal, will take the lead in circulation and in the volume of advertising.



NY PRESS CLIP

PH. L. B. H. 1917 G. O. N. Y.

JOURNALISM

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Editor North American Review and Harpers, Weekly
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NY PRESS CLUB

PHOTOGRAPHY & COLOR CO. NY

THE WEEKLY AND MONTHLY PRESS

BY WALTER SCOTT,

Recording Secretary New York Press Club

"Edmund Burke said there were Three Estates in Parliament, but in the Reporters' Gallery, yonder, there sat a Fourth Estate more important far than they all.

"The Journalists are now the true Kings and Clergy; henceforth Historians, unless they are fools, must write, not of Bourbon Dynasties and Tudors and Hapsburgs, but of the Broad-Street Dynasties, and quite new and successive names according as this or the other Able Editor or Combination of Able Editors gains the World's Ear.

"Hast thou still preaching enough? A Preaching Friar settles himself in every village and builds a pulpit which he calls a Newspaper. Therefrom he preaches what most momentous doctrine is in him, and dost thou not listen and believe?"—*Thomas Carlyle*.

There is new meaning in the grim satire of the philosopher of "Sartor Resartus." The average American editor undoubtedly regards himself greater than an Old-World king. And every country hamlet has its Preaching Friar ready and willing and able to start a crusade against New-World sins. Truly in its power to do battle with public opinion the Fourth Estate is "more important far than they all."

In the United States today can be found approximately 22,000 newspapers and magazines. And it would be difficult to convince the editor of a single one of these publications that his paper does not "fill a long felt want"—that it does not have a "reasonable excuse for existence."

It is a rough, rude game of "survival of the fittest," at best, all the way from ice floes to summer seas. And the fact that so many of these publications do "survive" helps to prove the statement of Mr. James Bryce that "Americans are the great reading people of the world."

Of the 22,000 newspapers and magazines today issued in this country about one in ten, roughly speaking, is a daily. But what of the other nine-tenths? What is the spirit which actuates and ani-

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mates the 20,000 non-daily publications? For a newspaper is a newspaper, no matter whether it is published at Confederate X Roads or on Park Row. Your Preaching Friar is always and ever a Preaching Friar, no matter whether he sets up his pulpit in a little country village or in the heart of the metropolis. Wherever you find it, the newspaper office is the brain centre of the community—the headquarters around which swing the intellectual activities of the town in which it is published.

The close relationship existing between the newspaper and the fundamental side of our economic life is evidenced by the fact that all of these publications are undergoing changes in the process of keeping pace with our civilization. The steam railroads had a wonderful influence upon the newspapers of the country. Without them rapid distribution would be impossible. Of almost, if not quite equal, importance is the telegraph, providing, as it does, for the quick collection of news. The telephone fills, to a certain extent, the field of the telegraph. But in spite of this fact that the telegraph and the telephone are first cousins in the field of newspaper economics, I suppose there is scarcely one of the younger generation of editors who does not find himself wondering how they ever got out newspapers without the telephone.

As for the type-setting machines—they have revolutionized the internal arrangement of all of the larger printing establishments in the country. In some respects a more complicated invention has never been devised than the linotype. It has been said that it could do anything that an old printer could do except “get drunk, chaw tobacco and swear.” The introduction of these machines has had an effect upon the class of men entering the mechanical departments of the newspapers. Publishers could not afford to entrust a machine “costing as much as a good sized farm” to a man likely to get drunk and damage it. Hence the demand has been for better and more temperate men. And the reflex influence of this demand has extended to all of the different departments of the various publications.

The question is repeatedly asked, Which has the greater influence upon the country, the daily newspapers or the weeklies and the monthlies? It all depends upon the point of view. Ask the publisher of a great daily and he will answer, “The dailies, of course.” Ask the publisher of the magazine and he will assure you that it is the monthlies which make men think; that the great dailies are only great engines for the collection and the distribution of news; that their editions are like butterflies, born in one hour, scattered the next—



J. ARTHUR JOSEPH
Joseph's Financial News Bureau

NY PRESS CLUB

For a newspaper is a publication published at Confederation. The Preaching Friar is always in the heart of the metropolis. Wherever is the brain centre of the community, the newspaper is always swinging the intellectual activities.

The newspaper and the telegraph are the two great engines of the modern world, and need by the fact that they have changed in the process of time. The telegraph had a wonderful effect upon the country. Without them, the world would be almost, if not quite equal, to the world of to-day. The telegraph, for the quick collection of news, has, to a certain extent, the field of the newspaper. The telegraph and the telephone have revolutionized the newspaper economics, I suppose. The generation of editors have never got out news-

J. ARTHUR JOSEPH
Bureau of Financial News

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NY PRESS CLUB

PHOTOGRAPH BY E. ELDON CO. NY

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here one instant—there the next. Ask the proprietor of a country weekly and he will assure you that the old-fashioned country newspaper reaches out and takes hold of the life of the “plain people” as no other publication can be said to do. Each newspaper father or newspaper mother thinks his or her newspaper child the best.

To me it has always seemed as though the personal element in journalism is more pronounced in the case of weeklies and monthlies than in the case of dailies. In fact, this appears to be one of the chief points of difference between the daily and the non-daily press. Daily newspapers, especially in the large cities, are the products of many minds. With the exception of the greater magazines, the weeklies and monthlies are, in the majority of cases, the products of single minds.

As a general proposition the more profound the thinker, the more time required in the writing. The great scholar, the deep student would prefer a quarterly. A man like Herbert Spencer would make sorry work writing a leader on European politics—an editorial based upon late dispatches revolutionizing the earlier accounts from the other side of the water, the office boy standing at his side waiting for “copy.” But what does the night editor, the foreman of a composing room, the foreman of a pressroom care for the greatest editorial ever written provided it causes the “shop” to miss the mails? On the weeklies and monthlies, though time is important, the minutes and the seconds are not counted as on the dailies.

There is glory in the art that flings the thoughts of the world from fast flying presses to the hands of a waiting world. There is a glow and a glitter and a glamor around the newspaper offices on Park Row which you cannot find elsewhere on this great round sphere that men call earth. But it is when you hold the paper up to the sunlight in the dawn of the early morning that you feel the editor talking straight to you personally.

On the other hand, if you are country-born and country-bred, or even if you have been brought up in the suburbs of the city, your weekly newspaper is like a letter from home—written to you and for you. One reason may be that you know the editor—his life touches yours, he is a medium of communication between you and your friends, which makes him a power—which compels you to read even the mediocre editorials which he has written in preference to the wise sayings of some of the high salaried men on the great dailies—men that you do not know—men that you never expect to know.

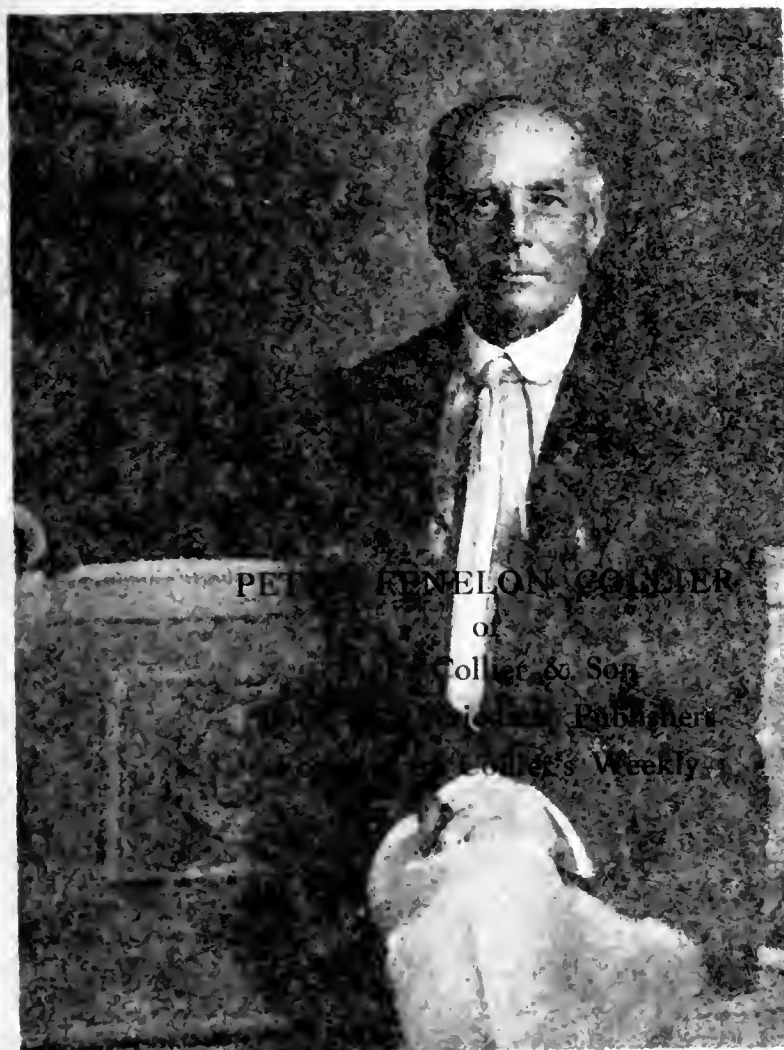
The trade papers and the monthly magazines have their “excuse for existence” in causes widely different from those which govern the

JOURNALISM

production of the weekly newspaper. Time is the essence of the contract in both instances—and time is required for really good and great work. In some respects the Sunday newspapers have been crowding into the field occupied by the monthly magazines. But newspapermen who have “railroaded stuff” on the great Sunday newspapers have found that the rush of late news and advertising have created conditions which practically prohibit the highest forms of work. And without high class, thoughtful work no publication can ever become an authority in literature, in the arts, the sciences, though a newspaper, by itself considered, may become a great and powerful engine for the collection and dissemination of news. But that does not mean that it is great in literature or a recognized authority in science.

Take a case in point. If the price of radium should suddenly drop, because of modern scientific discoveries, from hundreds of thousands of dollars per ounce to hundreds of dollars per ounce the chances are that the world would learn the news through the columns of the daily newspapers. But the manufacturer, specially interested, to whom this reduction might mean success or failure, a profit or loss of hundreds and thousands of dollars, would never think of applying to the daily newspapers for information bearing upon the subject. He would turn to the pages of the latest issues of his trade and technical newspapers for the details. Yet the chances are an hundred to one that he would catch the “first blush” of the news from the daily. And without that “first blush” of the news—that rapid transmission of ideas which is the outgrowth of the daily press—he might never think or take the time to consult his technical papers or works of record for those additional ideas. As a general thing, the dailies furnish him with the hard facts; but if he wants analysis and criticism he must turn to the weeklies and the monthlies.

It is inevitable that the class newspapers and magazines should pay more attention to the personal equation than the great dailies which collect and distribute the news and circulate general principle editorials. Papers like the New York World, the New York Herald, the New York Journal and American are each said to have at least 10,000 persons working for them directly or indirectly, ranging all of the way from the country correspondent to the driver of a delivery wagon. Now, 10,000 persons would make a good sized little city in the South and the West. On a weekly or monthly magazine the driver of a delivery wagon or an occasional correspondent might be able to attract the attention of the editor, become a regular con-



PETER FENELON COLLIER
of
Collier & Son
Publishers
of Collier's Weekly

APR 1915

JOURNALISM

True is the essence of the con-
dition. It is required for really good and
valuable Sunday newspapers have been
the monthly magazines. But
on the great Sunday
late news and advertising
the highest forms
work no publication
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has become a great and
of news. But
recognized author-

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of the daily press—he
his technical papers or
As a general thing, the
wants analysis and
studies

PETER FENNION COLLIER
of
P. F. Collier & Son
Book and Periodical Publishers
Founder of Collier's Weekly

magazines should
the great dailies
the general principle
New York Herald,
and to have at least
ranging all
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might be
a regular con-



N.Y. PRESS CLUB.

PHOTOGRAPH BY E. COLLA CO. N.Y.

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tributor and thus break into the "sacred precincts of journalism," provided, of course, he had real worth. But of the men connected with great dailies—say, the operator of a type-setting machine—who is there who would ever think of giving a suggestion to the "powers that be"? The old joke about every man in the country town thinking that he knows more about running a paper than the editor himself may have something to do with the suggestions offered without money and without price; but in great cities like New York and Chicago the men employed on the dailies are not likely to even think of telling the editor or proprietor how to run his paper. The proprietors of the great dailies are hedged round like kings. There are men on the New York Herald, for instance, who really love the paper and its ways, but have never seen James Gordon Bennett. There are men on the New York World who have grown gray in its service who would not know Joseph Pulitzer if they should meet him face to face.

Men move in grooves on these great publications. The result is that they become specialists. Now it is a fine thing to become a specialist, even on a newspaper, since that implies that you are able to do some one thing better than anyone else in the world. But usually when the proprietor of a great daily desires a man for managing editor or business manager he turns, not to some one of the members of his own staff, but to the editor or business manager who has been trained on a weekly or monthly, because he knows that a man with this kind of training can do all things fairly well. Indeed, I have often said that your country editor should know more of law than a lawyer, more of medicine than a doctor, and more of theology than a clergyman, and the proprietors of metropolitan newspapers must imagine at times that such is the case.

We can all recall dozens of leading men on the great dailies of the country who were initiated into the mysteries of journalism through the "ink barrel route" of the country weekly. They may not have "kicked" an old-fashioned Washington press, but there are few things about the newspaper business that they have not learned from "the ground floor up" at a time when more brilliant men—"star" reporters, perhaps—were writing accounts of divorce trials and murder cases calculated to make the whole world "sit up and listen." But while the "star reporter" had been learning to fill his niche in the newspaper world, perhaps brilliantly and well, the man with the country weekly newspaper training had been learning to do all newspaper things well.

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Now, while there is color and light and life on Park Row and Herald Square—while there is the “fun of seeing the wheels go round”—the excitement of being the first to learn of the death of a Czar or the immolation of a Senator, there are more quiet walks of journalism where the compensations are, everything considered, equally great. Competition is certainly less keen and the rewards, from a financial point of view, are even larger.

Orange Judd, the founder of the *American Agriculturist*, once said to me:

“I know daily newspaper men have an idea that a weekly or a monthly publication is easy work when compared with the work on daily publications. But anything is hard work if a man works hard at it.”

Many men who have worked on the daily newspapers undoubtedly reason it out in this way: The daily newspapers are printed six or seven days in the week. The weekly is printed once a week; the monthly once a month. Hence it must be from six to thirty times as easy to edit a weekly or a monthly as it is to edit and manage a daily newspaper.

Again something depends upon the viewpoint. Someone has said that it requires as much financial genius to become wealthy running a country store as it does to successfully conduct and manage a great department store in one of the larger cities. Certainly it is not easy work, and the country editor who successfully conducts a newspaper and who becomes wealthy in running it may be said to be “a financial genius.”

On the whole, it generally requires a larger amount of capital to run a daily than a weekly or monthly. Still, there are exceptions. The amount of money invested in publications like *Munsey's*, *McClure's*, the *Cosmopolitan*, the *Century*, *Scribner's*, and *Harper's* will compare favorably with the amount of capital required to conduct any newspaper in the country outside of New York and Chicago, where daily newspaper propositions are now recognized as vieing with racing in being the “sport of kings.”

Though the proprietors do not say these things out loud and “for publication,” there are technical and class papers making anywhere from \$50,000 to \$100,000 per year. And there are monthly magazines—not many, it is true, but one or two at least—which are clearing hundreds of thousands of dollars per year.

So much for the monetary considerations and financial rewards which are supposed to go hand in hand with the glory and honor of



GROVER CLEVELAND

Governor of New York, 1883-1885

President of the United States, 1885-89 and 1893-97

Princeton, New Jersey



FROM LIFE BY SAMMY

JOURNALISM

being a newspaper editor at the dawn of the twentieth century civilization.

And now just a word regarding the men connected with the weekly newspapers and the magazines who are members of the New York Press Club. Though under the constitution all of the officers of the Press Club are supposed to be connected with the daily newspapers, these representatives of the non-daily press are the bone and sinew of our club. Indeed, I hardly know how we could keep up the work of the club without them. They are ideal club members, and no one can ever know—no one can ever begin to tell—of the things accomplished by these representatives of the non-daily press without hope of reward, without even the expectation of a “vote of thanks.”

REMINISCENCES OF A VETERAN JOURNALIST

BY MAJOR GEORGE F. WILLIAMS

(Formerly Managing Editor of the New York Herald and Former President of the Press Club).

Without venturing to give a history of American journalism, it is quite proper, in these days of colossal newspapers, with their enormous circulations, to glance backward to the time when news sheets were first printed on this continent, more than two hundred years ago. It affords an interesting and instructive study. The first man to attempt the production of a printed record of current events was Richard Pierce, a Boston printer, who on September 25, 1690, began issuing a monthly sheet for Benjamin Harris, entitled *Publick Occurrences*. But it was exceedingly short lived, for the British Government officials promptly suppressed the publication. Yet from that small seed has grown a mighty, widespreading tree, and a forest.

The next attempt to establish an American newspaper was also made in Boston on April 20, 1704, when Benjamin Green printed the first number of the *News Letter* for Nicholas Boone, who sold copies only at his book shop near the Old Meeting House. It stands on record as the first American newspaper to attain permanence. Profiting by the experience of Harris regarding Governmental interference, Boone refrained from giving either local or provincial news, confining himself to brief summaries of leading events in Europe, without any editorial comment whatever. It is a curious coincidence that the Boston *News Letter* was modeled after the *London Weekly News*, which was started in 1622 by one Nicholas Bourne, possibly an ancestor of the Boston editor. Ten years after the birth of the *News Letter* (1714) the *Boston Gazette* and *Philadelphia American Mercury* made their appearance, to be followed in 1721 by the *Boston Courant*, which was founded by James Franklin. He, however, had the heavy hand of Government laid upon him, so the paper passed into the hands of Benjamin Franklin, his brother, who conducted it until 1727, when the sheet was finally suppressed because of its independence. The *Courant* staff were free thinkers, free writers and free talkers, earning the title of "The Hell Fire Club."

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The fifth American newspaper was the New York Gazette, which appeared in October, 1725. Its founder, William Bradford, a Philadelphia printer, was then in his seventieth year. The word "Gazette" seems to have been considered the most appropriate name for a newspaper, for in 1727 a Gazette was established in Annapolis, Md., followed by the Charleston (S. C.) Gazette in 1731, the Newport (R. I.) Gazette in 1733, the Williamsburg (Va.) Gazette in 1736 and the New Hampshire Gazette in 1756, which is still issued in Portsmouth.

On March 20, 1727, Samuel Kneeland began printing the New England Weekly Journal in Boston, and he conducted it until 1741, when it was united with the Gazette. Then, again, in 1728, Samuel Keimer started in Philadelphia the Universal Instructor in All the Arts and Sciences and Pennsylvania Gazette. Burdened with such a title, it is not surprising to learn that Keimer failed, and sold out to Benjamin Franklin, who lopped off all the heading to "Pennsylvania Gazette," and by printing all the news he could get hold of "made money," but "Ben" does not tell us how much. Going back to Boston we find that on September 27, 1731, one Jeremy Gridley, "a young man of fine literary accomplishments," as the advertising announcement reads, began publishing the Weekly Rehearsal. Gridley's accomplishments kept the Rehearsal going for four years, when (1735) it fell into the hands of Thomas Fleet, the original publisher of the "Mother Goose" rhymes, and he changed the name to Evening Post.

On November 5, 1733, John Peter Zenger, whose personal fame seems to rest mainly on the fact that he imported the first pianoforte, started the New York Weekly Journal. A little more than a year later Zenger was arrested for libel—the first case on record—and he spent nine months in prison before he could get a trial, meanwhile editing the paper from his cell. If such was now the practice regarding libels our daily newspapers would have very little of a yellow tinge about them.

The New York Gazette was, in January, 1743, united with a young and unsuccessful weekly called the Post-Boy. Both titles were used to cover purchase of printing material used for the Post-Boy, and it was the first of the hyphenated newspaper titles, now so common, to secure Associated Press or other news franchises. In 1746 the New York Evening Post was started by Henry de Forest, but it lived only a year, the title being revived in 1801 for the paper that has been printed for a century under that name.

The first two newspapers in the German language were started in



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THEODORE ROOSEVELT
Governor of New York, 1899
President of the United States
Washington, D. C.

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Philadelphia (1739) and Germantown (1743), both being successful. A very notable Boston paper was the *Independent Advertiser*, which made its first appearance on January 4, 1748. Its editor was Samuel Adams, who had on his staff of writers such men as Jonathan Mayhew, James Otis, John Adams, Joseph Warren (who as a Revolutionary general was killed at Bunker Hill), Thomas Cushing, Samuel Dexter, Oxenbridge Thatcher and Samuel Cooper. They were the real Bunker Hill Sons of Liberty. During the year 1766 the *Boston Gazette and Country Gentleman* and the *Connecticut Gazette* made their initial bow.

Noah Webster, who compiled the Dictionary bearing his name, started the *New York Minerva* on December 9, 1793. One of its earliest articles demonstrated that slave labor was more expensive than free paid labor, it being the first Abolition text. Noah Webster also issued a semi-weekly sheet he called the *Herald*. Subsequently the name of the *Minerva* was changed to *Commercial Advertiser* and *New York Spectator*, being devoted in turn to the Federal, National Republican and Whig parties. Mr. Webster died in 1843 in his eighty-fifth year, Col. William L. Stone, who had been editor of the *Albany Daily Advertiser*, having assumed editorial control of the *Commercial Advertiser*, as it was then called, in 1827.

After several changes we find William Henry Hurlbut the responsible editor in 1863; but he was soon succeeded by Thurlow Weed, who, retiring because of ill health, the paper passed under the control of Hugh Hastings. Having served his apprenticeship with Thurlow Weed on the *Albany Evening Journal* and the *Knickerbocker* Mr. Hastings was well equipped for his task. Scarcely had he begun when he entered into a fierce and protracted political controversy with Horace Greeley, of the *Tribune*, on the one hand, and James Brooks, of the *Express*, on the other. Hugh Hastings was an intense partisan, and for many years proved to be a potent and dominating power in New York State politics. Under his direction the old *Commercial Advertiser* gained new life and vigor. It has since gained increased prosperity by changing its name to the *Globe*.

The opening of the nineteenth century was marked by the revival of the *New York Evening Post*, on November 16, 1801, as a Federal organ and advocate. Both Alexander Hamilton and John Jay assisted in editing it; William Cole being the responsible editor. In 1848 John Bigelow purchased a large interest in the *Post*, which he disposed of to William Cullen Bryant, the poet, when Bigelow was appointed Minister to France by Franklin Pierce, in 1852. There was a *New York*

JOURNALISM

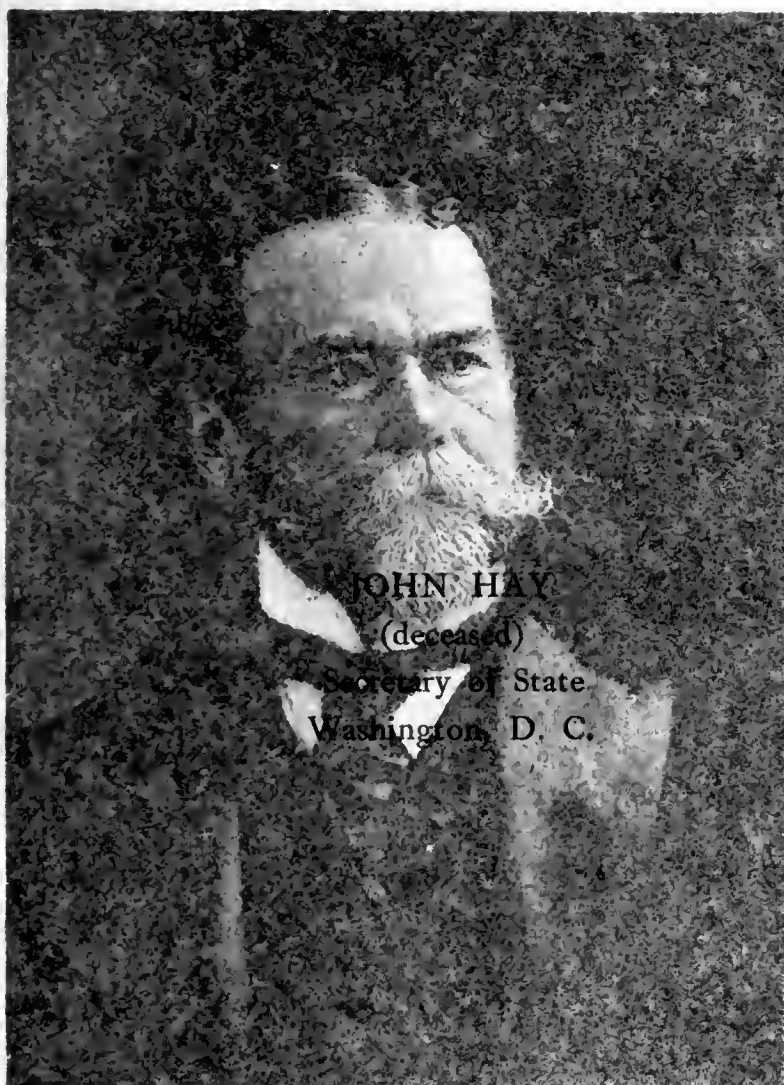
Herald started in 1802 by Michael Burnham, but its career was brief. James Gordon Bennett adopted the title in 1835.

Major Mordecai Manasseh Noah, who subsequently won a fortune with the New York Sunday Times, started the Advocate and City Gazette in the city of Charleston, S. C., in the year 1810. The Richmond (Va.) Enquirer first appeared in 1804, with "Father" Thomas Ritchie as editor, a position he continued to occupy until his death, in 1845. In 1827 the New York Journal of Commerce came on the field, David Hale and Gerard Halleck being the editors and proprietors.

It is a remarkable fact that during the past sixty years there has been a constant struggle, both in Europe and America, between the old and the new journalism; what was new in the first quarter of the nineteenth century grew old and conservative, only to be opposed and overthrown by new ideas as the halfway point was approached. The same may be said regarding the last fifty years of our era. Every few years there is discussion regarding the relative merits of the old and new styles or systems. These controversies are usually hot and acrimonious, but they serve to clear the atmosphere while quickening the race for supremacy, and are, therefore, beneficial. These discussions have invariably proved that newspapers can only be successful, as exponents of public opinion or as money makers, by being aggressive and progressive.

During the past sixty years there have been regularly occurring epochs when radical changes carried the daily newspaper further forward in the path of improvement and progress. Frederic Hudson says in his "History of American Journalism" that the newspaper epochs are as marked as those occurring in the history of the nation. Beginning with the origin of the periodical press in this country (1690-1704), he designates the others as the Colonial Press (1704-1755), the Revolutionary Press (1755-1783), the Political Party, Religious, Agricultural, Sporting and Commercial Press (1783-1833), the Transition and Cheap Press (1833-1835), the Independent and Telegraphic Press (1835-1872). To these we may now add the Cable and Telephone Press (1872-1900) and the Twentieth Century Press of the present day.

In every period thus mapped out there was a marked advancement over the one preceding it, while, in reviewing the progress achieved during the last decade of the century just closed, we find that the improvement was greater and more significant than was shown in any of the periods noted. Much of this advance is due to the development of machinery for typesetting and press work. It is now possible



JOURNALISM

... Michael Burleigh, but its career was brief. ... 1845.

... Maria Ann Norton, who frequently won a for- ... Advocate and City ... 1810. The Rich- ... "Father" Thomas ... until his death, in ... came on the field, ... and proprietors.

... forty years there has ... America, between the ... first quarter of the ... to be opposed and ... approached. The ... of our era. Every ... merits of the old ... usually hot and ... while quickening ... These discus- ... be successful, ... being aggres-

YAH NHOI

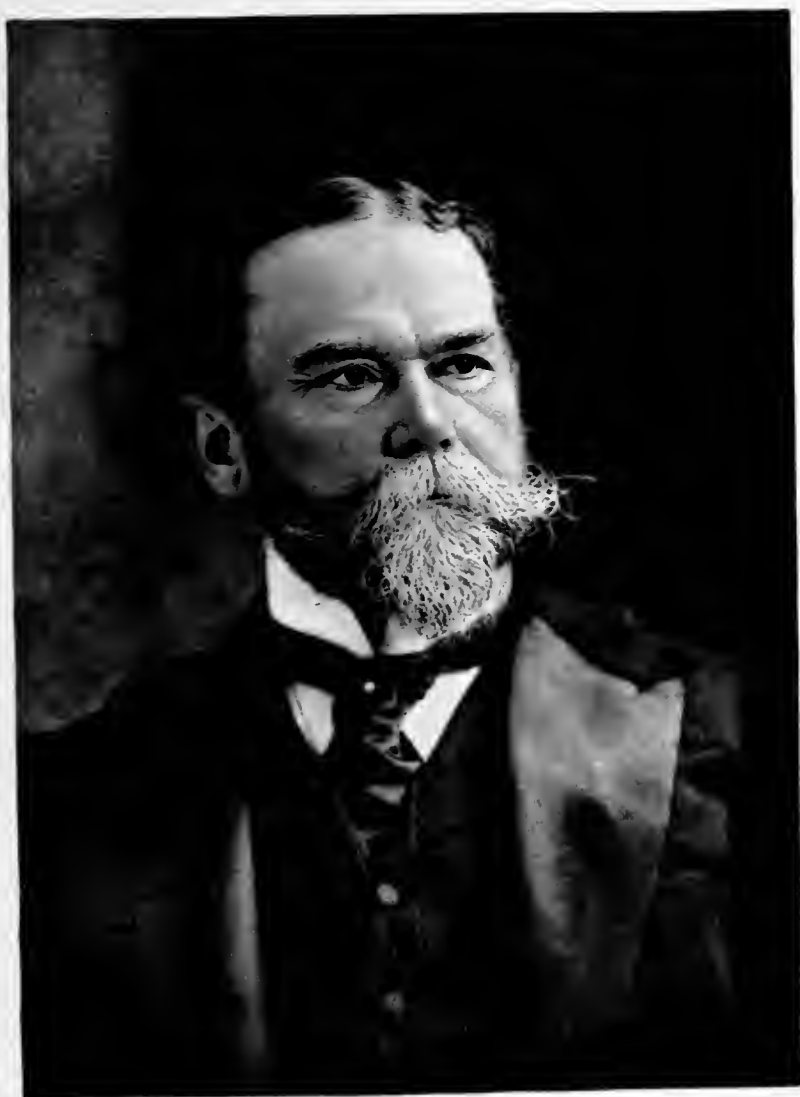
(deceased)

Secretary of State

Washington, D. C.

... regularly occurring ... newspaper further ... Frederic Hudson ... the newspaper ... of the nation. ... in this country ... the Colonial Press (1704- ... 1783), the Political Party, ... and Commercial Press (1783- ... (1833-1835), the Independent ... To these we may now add the ... and the Twentieth Century

... there was a marked advance- ... in reviewing the progress ... century just closed, we find that ... significant than was shown in ... advance is due to the develop- ... work. It is now possible



JOURNALISM

to produce one million copies of a newspaper within a few hours, with as many pages as may be necessary to meet the demands of news or advertisements. These advantages, coupled with the extension and perfection of land and ocean telegraph systems, enables the modern daily newspaper to announce important events happening in any part of the earth within an hour or two of their occurrence. The sphere of the afternoon papers has been so enlarged by these facilities that they seriously encroach upon the province of the morning journals, until the daily newspaper has become a sort of continuous performance, from the hour of sunrise all the way through the twenty-four hours until the sun rises again. In this way the public is kept in constant and almost simultaneous touch with current events. Now it is no longer a question of what happened yesterday, but what is going on within the hour.

There was a visible improvement in American newspapers during each of the last seven decades of the nineteenth century, the ratio increasing with more and more rapidity as facilities for collecting and printing news increased or widened. Beginning in 1836, new ideas and systems repeatedly displaced old ones, only those newspapers which kept abreast with the time succeeding in maintaining supremacy. This is a natural result, and the process will continue as long as our civilization endures. What is new to-day will be old to-morrow.

The first decided step toward the collection of news was taken in 1827, when the New York Courier and Enquirer and the Journal of Commerce began the race; but their columns were filled with gross personalities, leading to street brawls and duels. Even as late as 1842 Gen. James Watson Webb, editor of the Courier and Enquirer, fought a duel with Congressman Thomas F. Marshall, of Kentucky, over an editorial in Webb's paper. Webb was wounded, and, being indicted and convicted, was sentenced to two years' imprisonment, but received a pardon from Governor Seward before starting for Sing Sing.

The first lines of electric telegraph were established in 1844, between New York and Washington. The Herald was then nine years old, and Bennett was quick in taking advantage of it. That was before the invention of labor saving machinery or agricultural implements; illuminating gas had just made its appearance; men lived more leisurely; the present cities east of the Ohio valley were merely large villages; hand labor was the rule and the demand more evenly distributed. Thirty miles formed a day's travel by coach or saddle; the settlement of the region beyond the Mississippi had not begun;

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the rush and activity of the present day was unknown. Collection of news under these conditions was an arduous task, pony expresses reducing the time of transmission between Albany and New York to two days. This was regarded as a remarkable feat. Ocean steamships, the railway and the telegraph brought "new" journalism once more to the front. In the presence of the present outcry against newspaper sensationalism it is interesting to recall the broadsides fired against the Herald in 1840 for its news sensations by all of Bennett's enraged contemporaries. They applied to Bennett vile epithets, such as "obscene vagabond," "infamous blasphemer," "loathsome and leprous slanderer and libeler," "pestilential scoundrel," "blackguard," "infidel," and others unfit for the eye or ear. But these attacks only advertised the Herald and strengthened it.

During the past twenty years the process of evolution has been rapid and surprising. New ideas, new men, new systems have appeared, and though these ideas and systems are not altogether desirable or perfect, they are visible evidences of progress. In time these exponents of the new journalism will mellow, as they grow yellow with age, as in color, and may in time become the "old" styles. Then another new era will arise, to be succeeded by others, the result or possibility of which is beyond our ken. Pushing forward, American journalism will adapt itself to its surroundings and keep pace with the age. New journalism is always a sign of progress, and should be welcomed instead of being derided.

Comic papers, pure and simple, have never attained in America that degree of financial success necessary for long continuance. This is not owing to a lack of appreciation on the part of the public, but because every daily newspaper, every weekly and every monthly periodical in the United States devotes some space to humor. Many attempts have been made in the last fifty years to establish humorous journals on the lines found so profitable in Europe; but in nearly every instance the effort has failed. Neither Puck nor Judge, the survivors of a long line of really meritorious periodicals, enjoys a circulation equal to its value as an exponent of American humor.

The first comic productions in this country were almanacs, most of them being highly creditable in an artistic and literary sense; but as they appeared only once a year this supply of humor did not fill the demand. Yankee Notions, published during the second and third quarters of the nineteenth century, was probably the most successful publication of its kind ever produced in this country; but it was only a monthly, and no effort was made to satirize current or political events.



JOHN W. FULLER
Chief Justice of the United States Supreme Court
Boston, O.

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the rush and activity of the present day was unknown. Collection of news under these conditions was an arduous task, pony expresses reducing the time of transmission between Albany and New York to two days. This was regarded as a remarkable feat. Ocean steamships, the railway and the telegraph brought "new" journalism once more to the front. In the presence of the general outcry against newspaper sensationalism it is interesting to recall the broadsides fired against the Herald in 1840 for its news columns by all of Bennett's enraged contemporaries. They applied to Bennett vile epithets, such as "obscene vagabond," "infamous blasphemer," "loathsome and leprous slanderer and liar," "pestiferous scoundrel," "blackguard," "infidel," and others unfit for the ears of children. But these attacks only advertised the Herald and strengthened its position.

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Its reading matter and pictures were extremely funny and clever, but entirely devoted to domestic life. *Vanity Fair*, which appeared a few years after the Civil War, was a notable production, for it aimed at high class political cartoons. Yet it had but a brief existence, as was the fate of many others. When Keppler, the German cartoonist, started *Puck* he wished only to please and attract those understanding the language of the Fatherland. Impelled by exciting political events in the United States to draw Democratic cartoons, he was so trenchant and clever that those ignorant of the German language demanded translations of the letter press. With campaign funds an edition in English was begun, and proved an instant success. Then *Judge* was started by Frank Tousey, nephew of the president of the American News Company, as a Republican organ. Though clever and ambitious, *Judge* languished until William J. Arkell became its owner. As with *Puck*, political campaign money was relied upon for its main support; but both papers finally grew strong enough to stand on their own artistic merits.

There was another comic paper that, being built on different and wholly original lines, leaped into sudden and surprising success. This was *Texas Siftings*, an extraordinary production when it originally appeared in the city of Houston, Tex. The founders were J. Armoy Knox and Alexander E. Sweet, the paper being considered a joke in itself, for the make-up was of the crudest description and the illustrations rough and uncouth. But there was a Texan flavor in every squib and paragraph which not only appealed to its local audience, but attracted attention outside of the Lone Star State. With a bound *Texas Siftings* leaped into popularity and financial prosperity. Unfortunately Messrs. Knox and Sweet did not realize that their success was entirely due to the fact that they had produced a paper on odd lines and in an out of the way district, and removed their office to New York city. Of course, the *Siftings* was soon greatly "improved" in its typographical and artistic appearance; but the readers had been so accustomed to battered type, poor ink, and pictures that looked as if they had been drawn by a schoolboy and engraved with a jack-knife, that they did not recognize anything but the heading. Circulation fell off, the Texan contingent of readers discarding the New York *Siftings* in disgust. Colonel Knox was and is a man of sanguine temperament. He gathered around him all of the loungers in Park Row Bohemia, who drank his wine on empty stomachs and crammed the columns of *Siftings* with rejected copy. Then, having cut their tenderfoot eye-teeth, Knox and Sweet changed everything and made

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the paper a really high class comic journal; but it no longer had that breezy Rio Grande flavor. "Aleck" Sweet was lost in the whirlpool of New York life, and his wit grew stale because he no longer inhaled the scented air of the pecan forests. The grafts were too strong for the parent tree. Knox and he finally separated, and, like a pair of unriveted and useless scissor blades, lost all they had made before transplanting the Siftings plant from Texas to New York.

The conductors of Puck and Judge and the Siftings all fell into the same error. Not recognizing the fact that almost every daily newspaper was building up departments of humor, original and selected, they sought to advertise their own wares by furnishing advance proofs of jokes and pictures to the daily and weekly journals. The desired advertisement was secured, but readers having been thus presented with the cream did not care to pay for the milk. Finally Judge and Puck and Siftings retreated behind the copyright breastwork to secure protection. It was, however, too late, for the "funny column" had by that time become an established feature in almost all other periodicals.

There is another reason for this insecure support given to papers dependent wholly on humor to attract patronage. From time to time newspaper writers have developed a talent for producing humorous literature, and in every instance they have achieved fame and success. Each of these men was in possession of sufficient talent to enable him to blaze out an original path for himself. George D. Prentice, having the columns of the Louisville Journal at his command, became a political punster and satirist. Lieutenant Derby, a regular army officer, found relief from the tedium of California frontier military duty in writing, under the *nom de plume* of "John Phenix," a series of dialectic homilies. Charles F. Browne, a compositor on the Cleveland Plaindealer, possessed so delicate and racy a sense of humor that he invented "Artemus Ward," the mendacious old showman. Browne found one day that the supply of copy for the Plaindealer had been exhausted, so in an idle mood he took up his composing stick, and without any written copy began putting into type "Artemus Ward's" description of the visit paid by the Prince of Wales to his wonderful collection of waxwork figures. As the Prince was then (1860) making a tour of the United States this effusion was copied from the Plaindealer far and wide. From that date "Artemus Ward" went rollicking on in the columns of the Plaindealer, and Browne became a national favorite, finally going to England on a lecturing tour which was only ended by his sudden death, after Punch invited him to be a



CORNELIUS N. BLISS
of Bliss, Fabyan & Co.

Dry Goods Commission Merchants

Secretary of the Interior U. S. 1897-98

Treas. Republican Committee

92-1896-1900

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PHOTOGRAPH BY COLLEGE ST. N. Y.

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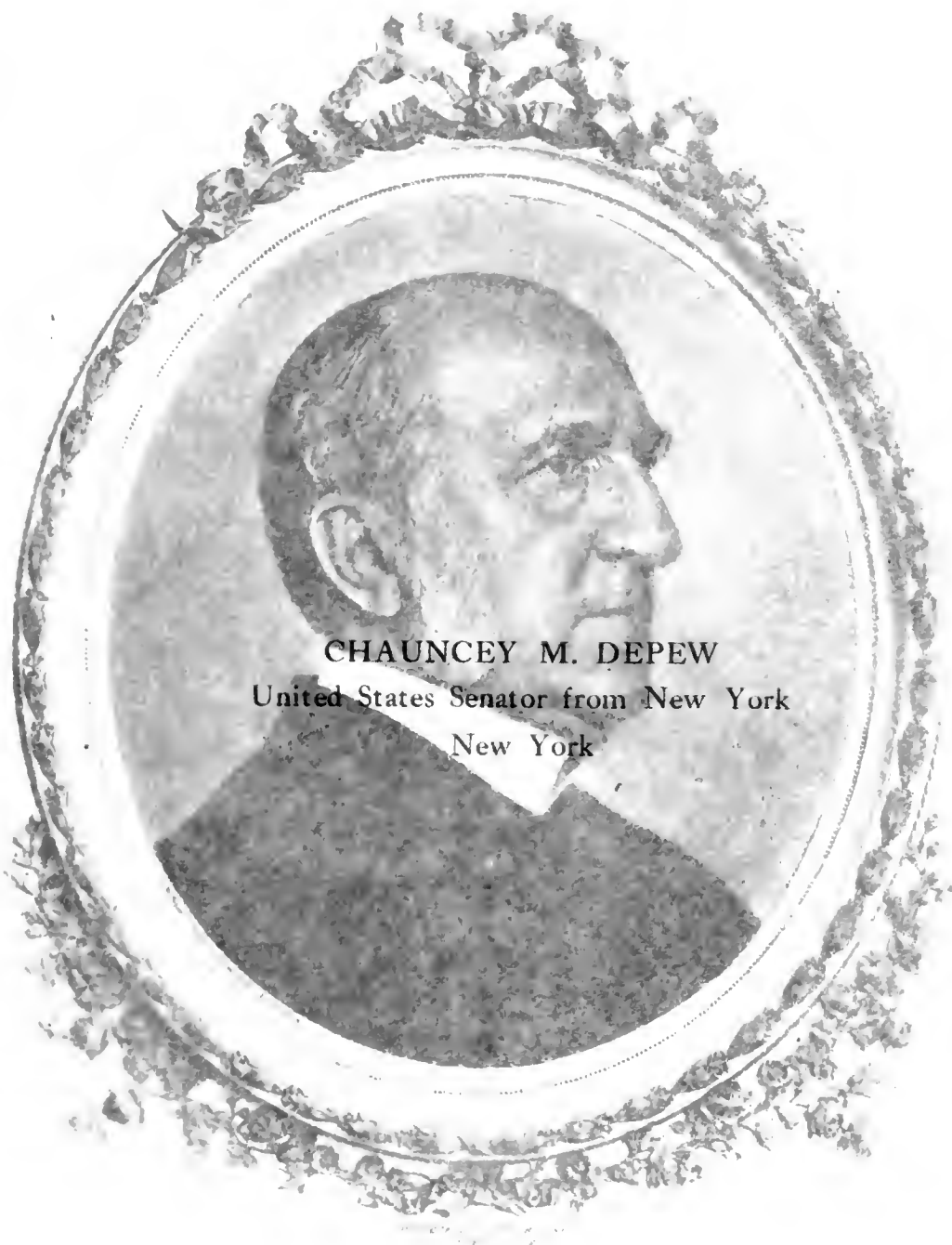
contributor to its pages. "Artemus Ward" indulged in a phonetic method of spelling, which only a practical printer could invent, but he was so philosophical and candid in his way that there was always a pungent truth hidden in his apparently unconscious humor. For instance, when the United States Government needed additional troops in 1862 "Artemus Ward" goes to a mass meeting and patriotically offers the services of all his wife's relatives, being perfectly willing that they should all serve the country in its hour of need, as long as he was permitted to run his waxworks' show in peace. There were many such patriots in those trying days. Mr. Davis Ross Locke, editor of the Toledo Blade, saw his opportunity at the very beginning of the Civil War, and for four long years wrote a series of weekly letters signed "Petroleum V. Nasby," and dated at "The Confederate X Roads, which is in the Stait of Kentucky." These effusions were extremely clever, though their wit would perhaps not now be clearly understood by the present generation. Such humor is always evanescent.

One of the best of American humorists was "Mrs. Partington," the nom de plume of Mr. P. B. Shillaber, a Boston Post journalist. "Mrs. Partington's" sayings were given in brief, pungent and happy paragraphs, but she was another Mrs. Malaprop in apparently confusing one word with another. Her son Ike, who subsequently appeared, was another delicious creation, for he was a typical American boy, bubbling over with fun. Robert Burdette ("Bob") brought the Burlington (Ia.) Hawkeye into sudden prominence by his comic delineations of domestic and rural life, while James Bailey, "The Danbury News Man," performed the same feat for the paper which gave him his nom de plume. Who can forget his story of the man putting up a stove pipe? Then there was Charles G. Leland, who, during 1867-68, wrote for the Philadelphia Press a series of articles, hitting at the political heresies and follies of the time, in an absurd German-American dialect, and over the signature of "Hans Breitmann." Mr. Leland became wealthy and devoted to the interests of art. "Max Adler," Charles Heber Clarke, of the Philadelphia Bulletin, who wrote "Hurly Burly" and other humorous productions, is not now working the vein he possesses. "The Detroit Press Fiend," Mr. Charles E. Lewis—"M. Quad"—was a police reporter for the Press. Possessing a keen and perfect sense of the quaint humor to be found in everyday life, he used the Detroit police court room as his place du théâtre, and draped his dummies—the judge, the prisoner, the witness and that wonderful creation, Bijah, the constable—in his excruciatingly funny mise-en-scène, in costume and vocabulary of the breeziest Western

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description. When the New York Evening Telegram began a Sunday issue in vain endeavor to head off the Sun in printing a cheap, readable Sunday paper, Mr. Lewis was engaged to write imaginary New York police court scenes, to be illustrated. But though the stories were clever, their wit and point became obscured when "localized" by the Telegram reviser, so they were dropped. Subsequently Mr. Lewis accepted Joseph Pulitzer's offer of \$10,000 a year, and joined the World staff. Before long Lewis discovered that Joseph had a frugal mind, for he began syndicating the Detroit humorist's copy, and at a big profit. So when his contract expired Lewis turned the tables on his foxy employer by "absorbing" the syndicate, and he has been independent and prosperous ever since. Mr. Lewis' Arizona Kicker is probably the most successful journalistic hoax ever perpetrated. It is apparently a series of extracts from a Wild Western newspaper, but so exquisite is the art of the humorist that many of his readers still suppose the Arizona Kicker really exists. B. B. Valentine, who for many years contributed "The Fitznoodle Papers" to the columns of Puck, was one of the leading humorists of the day.

The most extraordinary American humorist was, without doubt, Mr. Isaac M. Gregory, who for many years edited Puck as a Republican comic paper and at the same time conducted Goodsell's Daily Graphic—the first daily illustrated newspaper ever printed—as a Democratic organ. Only a true humorist would attempt such a feat, and it reminds one of the funny idea "Mark Twain" had of editing an agricultural weekly. Mr. Clemens once pretended, in his deliciously mendacious way, that having consented to get out his friend's paper during a well earned vacation, he proceeded to teach his farmer friends how to prune watermelon and pumpkin vines, and perform astonishing feats in agriculture. But Mr. Gregory was of a dual nature, and has no successor in his line. James L. Ford, George Hobart ("Dinkelspiel"), Ernest Jarrold ("Mickey Finn"), Henry W. Shaw ("Josh Billings"), Robert Henry Newell ("Orpheus C. Kerr"), Eugene Field, who has gone to his long rest; Joel C. Harris ("Uncle Remus") and his "Bre'r Rabbit" fables; Frank Stockton, who wrote "Rudder Grange," and dear old "Phil" Welch must be mentioned in the long list of American humorists. "Mickey Finn" made his first appearance in the New York Sun, as did also Mr. E. W. Townsend, author of "Chimmie Fadden" and "Hogan's Flats." Mr. Jarrold's forte is the use of a sort of Americanized Irish brogue; but his success as a humorist lies in the fact that in all of his writings there is a pathos which touches the heart of the reader while he laughs. I



CHAUNCEY M. DEPEW
United States Senator from New York
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JOURNALISM

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PHOTO BRAYURE O. COLOR CO. NY.
NY PRESS CLUB

JOURNALISM

remember that "Mickey" once twisted a simple story about the old woman who used to sell newspapers at the door of the Herald office into a very pathetic anecdote. The incident was a trite one, but a single touch of genius gave it new coloring and heart touching interest. "Phil" Welch was probably the best joke writer that ever appeared in the daily press. So acute was his sense of fun that he saw a comic aspect in almost every incident coming to his notice. "Phil" was a victim of that dread disease, cancer; but up to the very hour of his death, in 1885, he wrote jokes and funny paragraphs to support his wife and children. He died in Ward 1 of the New York Hospital, with his pencil in his hand, having just written his last joke. He began his career on Brooklyn Life.

Reference has already been made to the late Eugene Field, the famous poet and humorist, formerly of the St. Louis Times-Journal, Kansas City Times and Denver Tribune, and who was associated with the editorial staff of the Chicago Daily News at the time of his death. Just before the close of his career Mr. Field wrote "The Fable of the Hungry Editor" for his friend Allan Forman, of the Journalist:

"Once upon a Time an Editor in Search of Food was Compelled to Pawn his Diamond shirt stud for a Loaf of bread. While conveying the humble Meal to his Castle, a hungry Dog ran off with It, and a few Moments later robbers Relieved the Editor of his gold Watch and Eighty Dollars in Money. Instead of being Rattled by these untoward Incidents the Editor smilingly remarked, 'I thank the Gods that I have still my Appetite left.' We are Taught by this Fable that true Contentment is the Greatest of all Journalistic Boons."

Charles H. Webb, "John Paul," was for many years a writer on the New York Times. His first hit was a series of gossipy letters from Saratoga, ostensibly addressed to "Tommy," the colored office boy. Under the fiction of telling "Tommy" all about life at the Springs, Mr. Webb presented an amusing panorama of the fashionable follies of that day. A delicious stutterer, his conversation was as comic as his writings. He went over to Brooklyn one day to examine a house, and the landlord called Webb's attention to a dumbwaiter.

"Th— that w— won't an— answer a— at a— all," he stuttered.

"What won't answer?" asked the owner. "Why won't it answer?"

"Be— because no— nobody e— ever h— heard a d— dumbw— waiter an— answer."

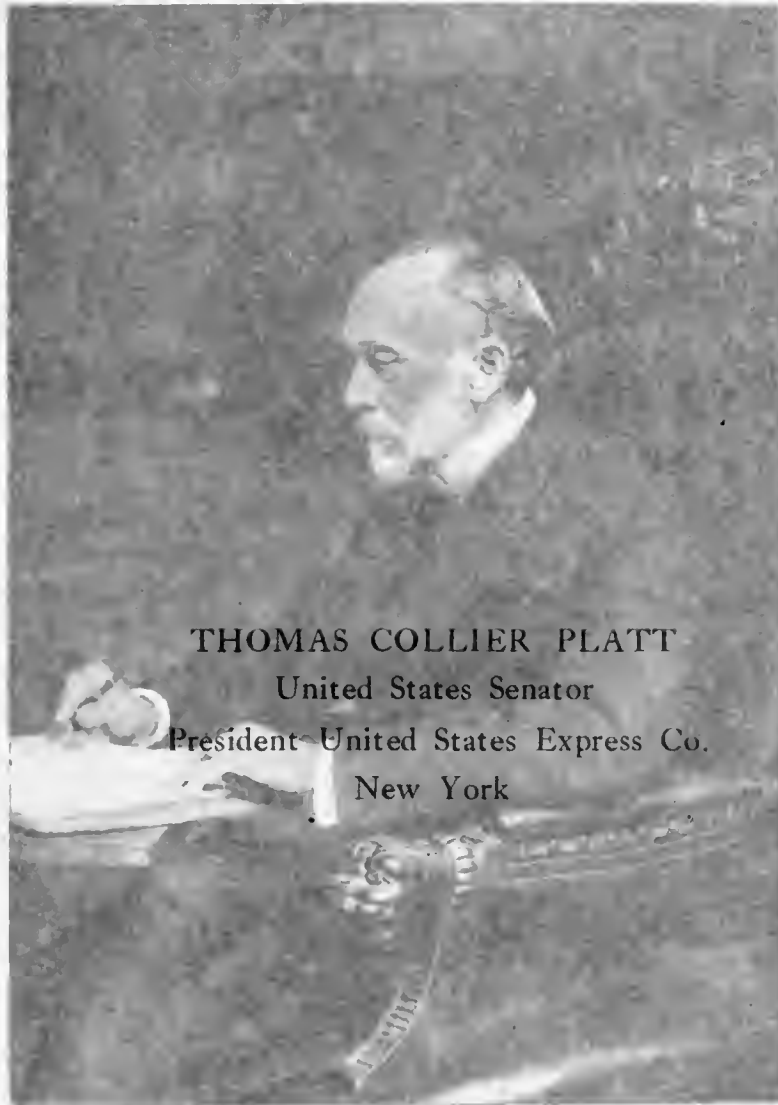
It took five minutes for the landlord to see the joke, and then he took \$2 off the monthly rent.

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George Peck's "Bad Boy," in the Milwaukee Sun, was so successful that his admiring fellow citizens made him Governor of the State of Wisconsin; but his vein of humor suddenly "petered out," like many a streak of gold and silver in the mines of Montana and Colorado. Frank Stockton was originally a wood engraver and a good artist. While Major Alfred R. Calhoun was editor of the Philadelphia Post, in 1871, he wrote a series of sarcastic articles on the Fusion ticket in that city, under the title of "The Democratic Kite with a Republican Tail," and Frank Stockton drew the cartoons and engraved them. Subsequently Mr. Stockton became an editorial writer on the Post, and continued in that laborious capacity until his genius was fully developed and recognized. John Stockton, a brother to Frank, was a noted member of the New York Herald staff. He spent the entire summer of 1876 at the Centennial Exposition, writing daily dispatches, and, catching the so called Schuylkill fever, died a victim to newspaper duty.

But while daily and weekly papers thus invaded the field of comic journalism and printed cuts and cartoons, the artistic taste of the public was not well educated. When cartoonists are compelled to label their figures in order that the reader may identify them, it is a confession that they cannot produce anything but caricatures. The fact is America possesses but few real cartoonists. Tom Nast will always be esteemed the best, but Bush, Cory, Rogers and a few others are all that are left. A cartoonist must be able to draw and at the same time point a moral while aiming his shafts of ridicule. There are no Tenniels among the present race, and many of the men pretending to be cartoonists have debased imaginations and untrained fingers.

During a period of forty years, in many respects the most important and eventful in the history of the United States, James Gordon Bennett, the elder; Horace Greeley and Henry Jarvis Raymond, the founders, respectively, of the New York Herald, Tribune and Times, exercised great power and influence as editors in shaping the destinies of the nation. Though long since dead but not forgotten, the effect of their labors in forming and directing public thought and opinion is still felt. Only the student of American history can realize or appreciate the true value of the services rendered by this remarkable trio of distinguished journalists. To the present generation of newspaper men the names of Bennett, Greeley and Raymond are shadowy and indistinct, for more than thirty years have elapsed since all of their careers ended in death. Biographical works have outlined the prin-



THOMAS COLLIER PLATT
United States Senator
President United States Express Co.
New York

NY PRESS CLUB

PHOTOGRAPH BY COURTESY

JOURNALISM

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PHOTOGRAPH BY E. COLEMAN

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cial events in their lives, but fail to give even the slightest conception of their separate individualities, temperaments or newspaper methods.

Forty or fifty years ago the life of a New York newspaper man was vastly different from that experienced nowadays. Editorial comment was then more personal, Raymond, Bennett and Greeley constantly hammering away at each other in furious fashion. All three of the newspapers named were comparatively young, and it was necessary to use the lash to escape being distanced in the race. In those days it was not the Herald, or the Tribune, or the Times you heard mentioned, but the editors. "Have you seen what Raymond says about secession?" Or "did you read Greeley's attack upon McClellan's campaign?" was often heard in street cars. "I see that Bennett has a scorching article on the San Juan boundary question" would be another remark. When these newspaper founders wished to avoid direct personalities in their editorial warfare they did not use the present hypocritical phrase, "our esteemed contemporary." It used to be "the Satanic Press" (Herald), "the Little Villain" (Times), or "the White Coated Philosopher" (Tribune). Editorials were exceedingly hot and peppery, and vituperation often took the place of argument; but as their papers grew older and widened in their influence, Bennett, Greeley and Raymond became more polished in their journalistic warfare, and toward the end of their lives all three were personal friends.

There was some reason for bitterness among newspaper rivals during the 50's, for the nation was passing through the premonitory symptoms of the political struggle which finally culminated in the great Civil War. Party passion and hatred grew so fierce and bitter that it required sword and musket to let out the bad blood which blinded opposing factions.

But in those days New York was merely a great big city; not the metropolis it has since become. Handsome private dwellings could be found by the score on Broadway below Fourteenth street, but there was not a single store in Fifth avenue, from Washington Square up to Forty-second street, which was about as far as the city was built up then. Politicians were fond of wearing nankeen trousers and waistcoat, with blue swallow tailed coats decked with brass buttons. You need only to look at a portrait of Daniel Webster or Lewis Cass to see the style.

The telegraph was a very expensive luxury, and a dispatch of two or three hundred words was considered a big one. Reporters

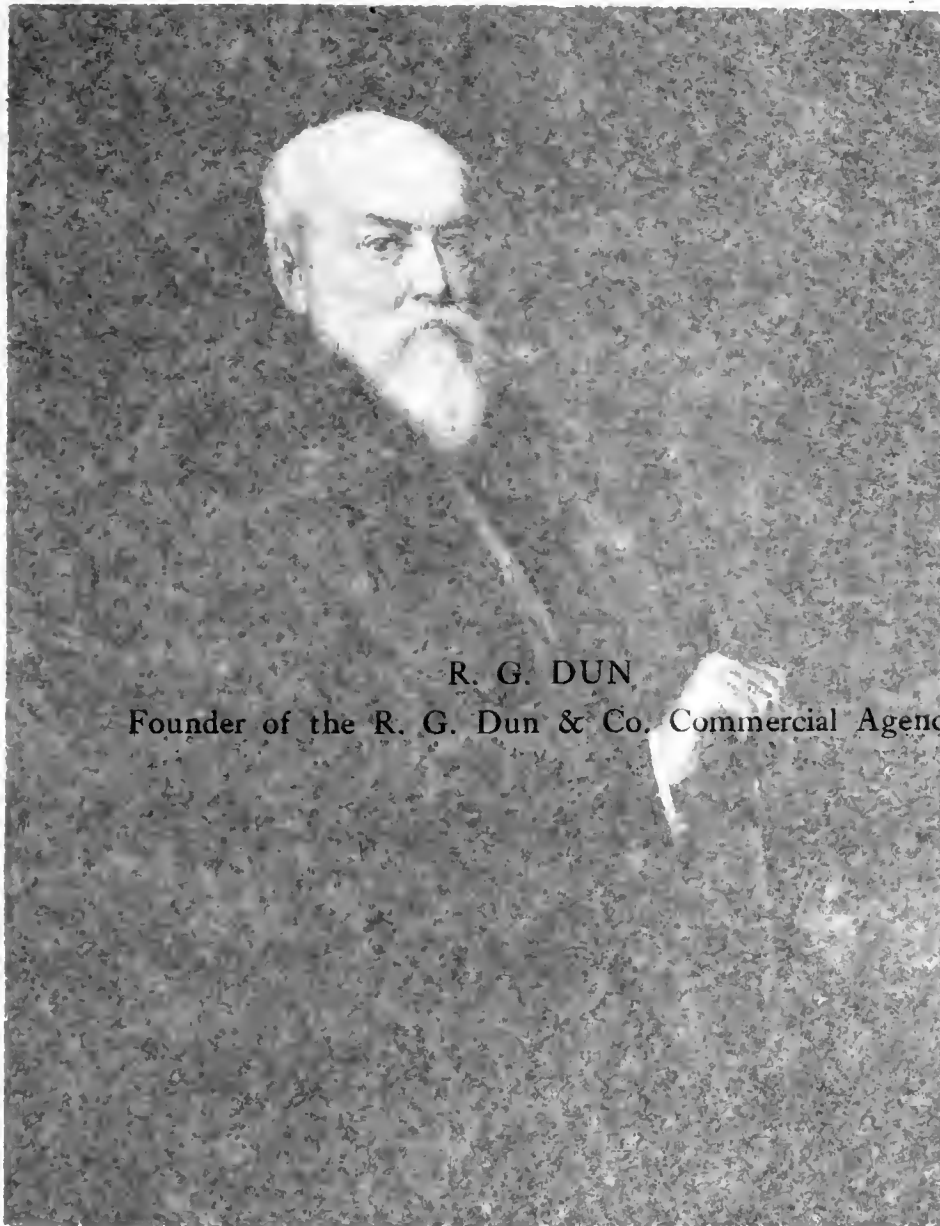
JOURNALISM

acting as correspondents were expected to follow up their dispatches with letters full of details, because the telegraph tolls were almost prohibitory. I was in New Orleans in 1860, after a long tour, and began telegraphing accounts of the warlike preparations of Gen. William Walker, the Nicaragua filibuster, who was subsequently executed in my presence near Greytown. My first two dispatches contained about one thousand words each, and I received a telegram from Mr. Raymond cordially thanking me for my zeal, but suggesting more brevity, as my use of the wire was costing the office 12 cents per word, about what the cable tolls are in these days. "Joe" Howard, during the same year, chronicled for the Times the scenes happening during the Prince of Wales' tour through the Canadas and the United States, and he was restricted to 600 words a day for the same reason. "Joe" and I have lived to see the time when we sent from ten to fifteen thousand words over the wire on a single day.

These rambling recollections of forty years ago would not be complete without reference to "The Pewter Mug," an old fashioned hostelry in Frankfort street and famous for its strong ales; lager bier was then only a German beverage, not a popular one. The Mug was a favorite resort for politicians, editors, reporters and printers. Here many an important political campaign was planned by party leaders, and important items of news were picked up in its shady precincts by reporters. The proprietor of "The Pewter Mug" was Joseph Lamb, twin brother of Edward Lamb, the famous low comedian.

Up to 1858, when Cyrus W. Field demonstrated the feasibility of establishing telegraphic communication between the Eastern and Western hemispheres, all European news came by steamships at intervals of from three to six days. The successful laying of the first Atlantic cable was the occasion of much enthusiasm. A huge parade of firemen, military societies and trade organizations was made in honor of the event, and the celebration ended in a mammoth display of fireworks, during which the City Hall cupola caught fire and was destroyed. The sudden parting of the cable once more reduced the newspapers to steamer news, and it was only in 1866 that the new cables made submarine telegraphic intelligence permanent.

The daily newspapers, with the solitary exception of the Herald, did not print Sunday editions, this gap being partially filled by Major M. M. Noah's Sunday Times, originally started by John Dillon, John M. Moore and John Hooper, but united in 1845 with Noah's Messenger. Among other Sunday sheets of that day may be mentioned the Sunday Courier, which had no less than four births. Joseph C.



R. G. DUN
Founder of the R. G. Dun & Co. Commercial Agency

PHOTOGRAPH BY E. J. LINDEN

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acting as correspondents were expected to follow up their dispatches with letters full of details, because the telegraph tolls were almost prohibitory. I was in New Orleans in 1860, after a long tour, and began telegraphing accounts of the warlike preparations of Gen. William Walker, the Nicaraguan filibuster, who was subsequently executed in my presence near Greytown. My first two dispatches contained about one thousand words each, and I received a telegram from Mr. Raymond cordially thanking me for my zeal, but suggesting more brevity, as my use of the wire was costing the office 12 cents per word, about what the cable tolls are in these days. "Joe" Howard, during the same year, chronicled for the Times the scenes happening during the Prince of Wales' tour through the Canadian and the United States, and he was criticised for doing so, would a day for the same reason. "Joe" and I have heard to see the time when we sent from ten to fifteen thousand words on the wire on a single day.

There was a saloon in London forty years ago would not be complete without a corner to "The Pewter Mug," an old fashioned hostelry in Frankfurt Street and famous for its strong ales; lager beer was then only a German beverage, not a popular one. The Mug was a favorite resort for politicians, editors, reporters and printers. Here many an important campaign was planned by party leaders, and important items of news were picked up in its shady precincts by reporters. The proprietor of "The Pewter Mug" was Joseph Lamb, twin brother of Edward Lamb, the famous low comedian.

Up to 1858, when Cyrus W. Field demonstrated the feasibility of establishing telegraphic communication between the Eastern and Western hemispheres, all European news came by steamships at intervals of from three to six days. The successful laying of the first Atlantic cable was the occasion of much enthusiasm. A huge parade of firemen, military societies and trade organizations was made in honor of the event, and the celebration ended in a mammoth display of fireworks, during which the City Hall cupola caught fire and was destroyed. The sudden parting of the cable once more reduced the newspapers to steamer news, and it was only in 1866 that the new cables made submarine telegraphic intelligence permanent.

The daily newspapers, with the solitary exception of the Herald, did not print Sunday editions, this gap being partially filled by Major M. M. Noah's Sunday Times, originally started by John Dillon, John M. Moore and John Hooper, but united in 1845 with Noah's Messenger. Among other Sunday sheets of that day may be mentioned the Sunday Courier, which had no less than four births. Joseph C.



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Melchor first issued the *Courier* in 1825, his office being the Tontine Coffee House, at Wall and Water streets; then, dying six years later, the paper was revived in 1834 for a brief existence, to be issued once more in 1845. But it lived only a few months. Finally Henry Franco Briggs and John E. Durivage put the *Courier* on its feet for the fourth time in 1848, and it prospered until the 70's, its final exit occurring during the proprietorship of Charles J. Smith and George W. Pearce, two old and experienced newspaper men.

The *Sunday Mercury* was at the height of its prosperity in the 50's and 60's, for it made strong efforts to furnish current news. When Commodore Vanderbilt's steamship, "the Vanderbilt," unexpectedly arrived in the harbor at sunrise one Saturday morning in 1860 I was able to get out a *Times* extra, giving details of the famous prize fight between John C. Heenan and "Tom" Sayers, by summoning the entire force of *Sunday Mercury* compositors to reinforce our waiting phalanx of typesetters. Mr. Vanderbilt subsequently presented "the Vanderbilt" to the United States Government for war purposes. This Heenan-Sayers fight was the occasion for a very clever and expensive bit of enterprise on the part of Mr. Frank Leslie. He went to England with "Harry" Hill; "Dan" and "Jerry" Bryant, the negro minstrels; "Harry" Pearson, the actor, and other New York sports to see the fight. Commodore Vanderbilt had given orders to hold "the Vanderbilt" until after the fight, in order that the steamship might be the first to bring the news to America, and Mr. Leslie took advantage of the fact. Placing a sufficient number of type cases on board the Vanderbilt, he engaged compositors, artists and engravers. During the voyage across the Atlantic Mr. Leslie's artists drew pictures on wood blocks, which were engraved while the printers prepared the written account and made up the page forms of an illustrated extra of *Frank Leslie's Weekly*. By noon on the day of the Vanderbilt's arrival in New York harbor Mr. Leslie had his extra on the streets and in the mails; the sales being enormous and the profits far beyond his expectations. Nearly all of the artists, engravers and compositors thus suddenly imported remained in America to serve Mr. Leslie on his regular issues. This feat made *Frank Leslie's Weekly* the leading illustrated newspaper in this country, its only competitors being Maturin M. Ballou's (formerly Gleason's) *Pictorial*, of Boston, and *Harper's Weekly*, then only a year or two old.

In those days prize fights were favorite subjects for newspaper extras. "Harry" Hill almost invariably arranged these contests and was the stakeholder. The custom was to visit Hill's little dance hall,

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in East Houston street, where every "sport" and reporter personally known to "Harry" received half a greasy playing card, bearing on its engraved back a cabalistic sign, made by a champagne cork notched on the end. A verbal order to go to a certain ferry on the North or East rivers at a specified hour on a designated morning accompanied the card. These playing card tickets usually cost half a dollar, and only entitled the holder to correct information en route from Hill's numerous scouts. This received, you had to pay your way to the scene of the fight, or walk many a weary mile. The Centreville race course, near Jamaica, L. I.; Weehawken and various points on the Palisades were favorite sites for these bare-knuckled and bloody encounters, which always took place on a bit of velvety turf. It was exciting sport, for the metropolitan police were active, and frequently broke up a fight. I once saw "Cock-Eyed" Wilson and "Australian" Kelly fight forty desperate rounds at Weehawken (then almost a wilderness) one bleak February morning until the snow was dyed with blood. Among other notable fights I witnessed were the awful battle between John Morrissey and the "Benicia Boy" (John C. Heenan) in Canada, and the celebrated seventy-two round fight at Island Pond, Vt., when "Ned" Price (now a prominent and successful criminal lawyer) defeated "Australian" Kelly for a purse that scarcely paid his training expenses. Many a toilsome mile we had to tramp in order to see two men pound each other into jelly. Brutal and repulsive as they were, these battles on the sward had no resemblance to the gloved, hippodromatic encounters such as Corbett, Fitzsimmons, Jeffries, et al. now indulge in to win thousands of dollars.

The Sunday Dispatch was begun in 1846 by Amor J. Williamson and William Burns, first as a Whig organ and next (in 1856) as a supporter of the new Republican party, which had selected Gen. John C. Fremont as its standard bearer. Mr. Williamson subsequently started one or two weekly story papers, and died a wealthy man. The Sunday Leader was in turn edited by A. Oakey Hall and J. C. Goldsmith as a Democratic sheet. It was remarkable for witty and caustic comments on the issues of the day. Mr. Goldsmith subsequently originated the funny paragraphs in the Herald's "Personal Intelligence" column.

The Courier and Enquirer was famous for the talented men who served it from time to time, among them being James Gordon Bennett, the elder; James Gordon Brooks, "Florio," who subsequently started the Evening Express; James Kirke Paulding, Charles King, who afterward became president of Columbia College; John O. Sargent



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PHOTOGRAPH BY E. J. DOLAN

JOURNALISM

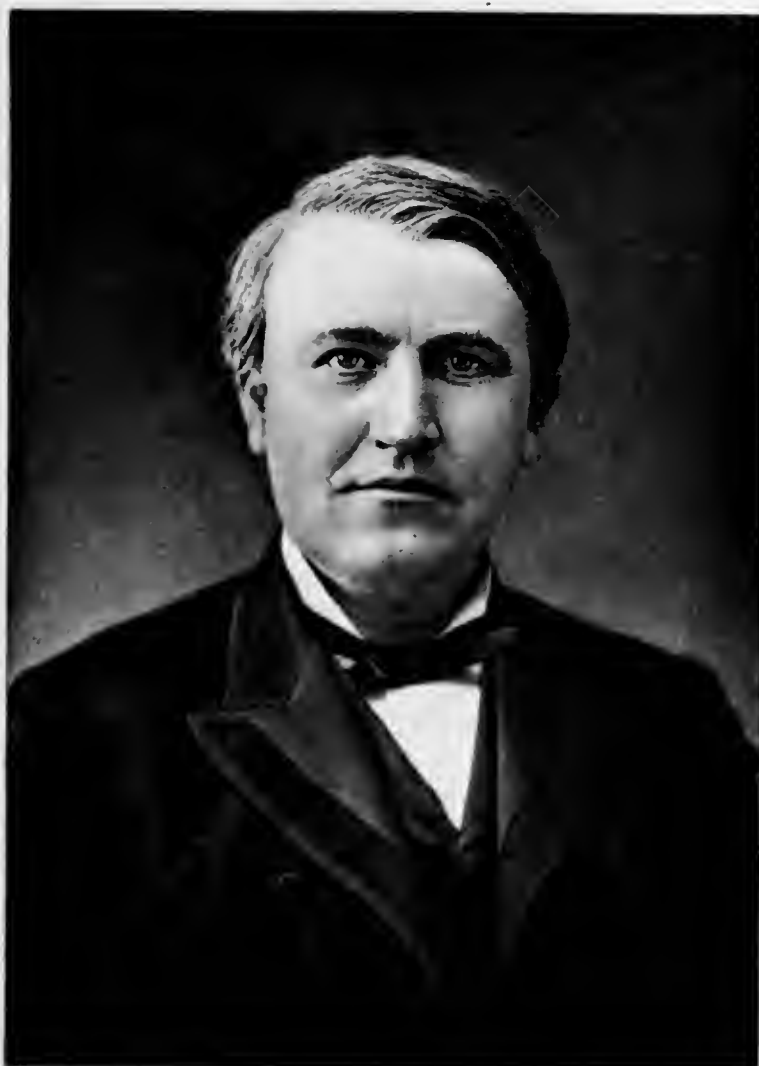
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THOMAS ALVA EDISON
Electrician and Inventor

Manhattan between "Cock-eyed" Kelly for a purse that was worth a fortune. Many a toilsome mile we had to travel to see these battles on the sward had no resemblance to the encounters such as Corbett, Fitzsimmons, and others who fought to win thousands of dollars.

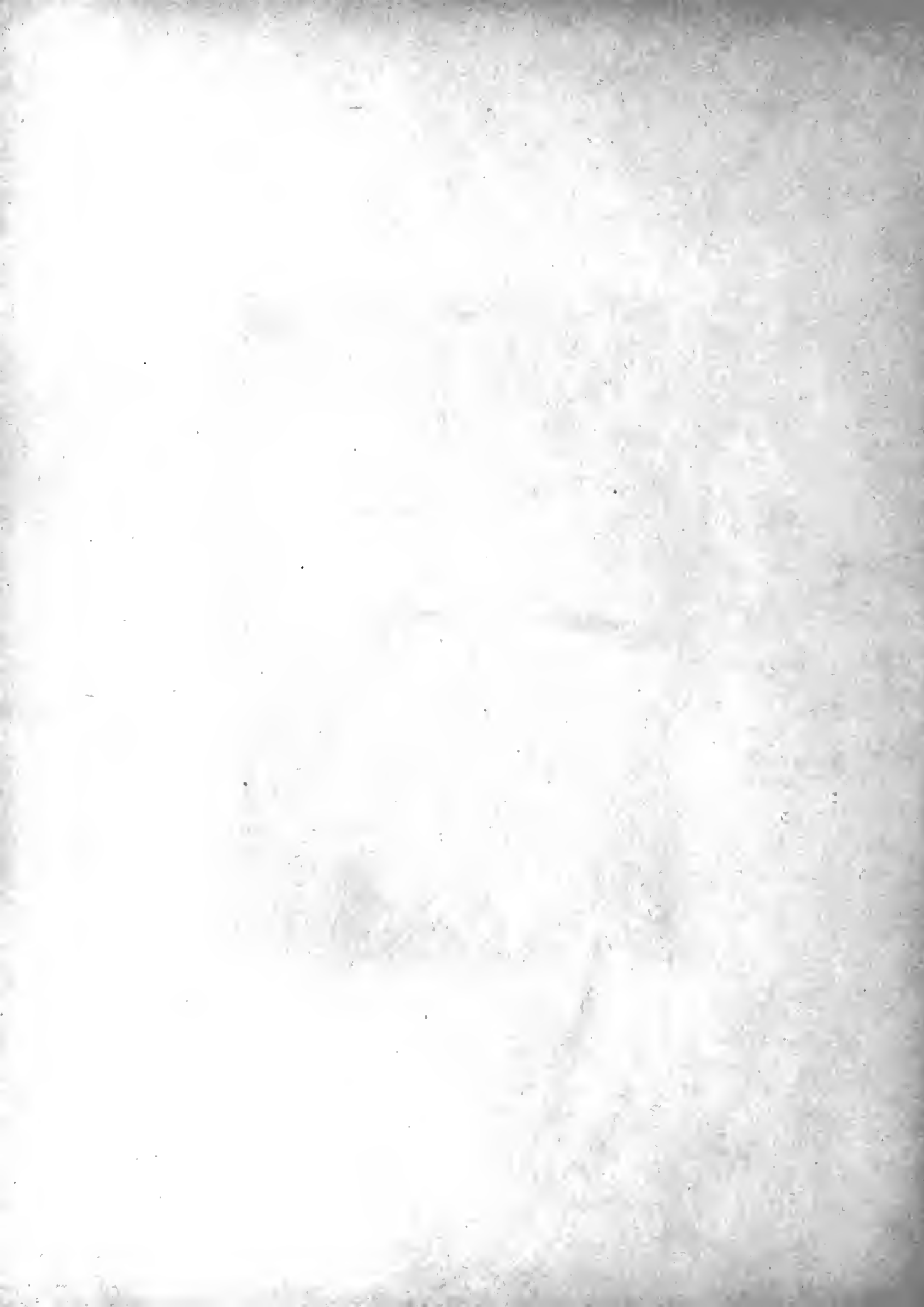
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and Henry J. Raymond. The *Courier and Enquirer* had a hard struggle with the *Journal of Commerce* for supremacy in gathering ship news until Bennett distanced both in the *Herald*.

To show how history repeats itself, even in the newspaper world, it is only necessary to recall the issue of a bogus postscript edition by the *Journal of Commerce* in the early 50's purporting to give late European news by the steamer *Ajax*, supposed to have been intercepted by a "news schooner." Only a few copies were put out, care being taken that one fell into the hands of the *Courier* people, who forthwith fell into the trap, and announced the "*Ajax news*" as their own. This incident recalls the "Col. Replie W. Thenuz" trap set by William R. Hearst for Joseph Pulitzer during the American-Spanish War of 1898.

The *Sun* and *Herald* were bitter rivals in getting news by the European steamers, especially by way of Boston, it being their custom to run special trains to New York. One Saturday morning a steamship arrived unexpectedly. As neither paper had at that time a Sunday issue, the *Sun's* agent started his special in hopes of getting out an extra. The *Herald* man pretended to abandon his special, but had the news put into type, and struck off a few thousand *Herald* extras, which, being forwarded by the delayed train, were sold before the *Sun* compositors had even begun setting type.

New York daily newspapers had large mail editions in those days, but later the Philadelphia, Baltimore, Washington, Boston, Chicago and other far away papers were so enlarged and improved that they gave the news ten to twenty-four hours in advance of the New York sheets, and this source of revenue fell off. The demand for Eastern news on the Pacific Coast led to the issue of semi-monthly sheets, which were shipped in bulk by the steamers running to the Isthmus, nearly one hundred thousand copies of the *Herald's*, *Times'*, *Tribune's* and *Sun's* "California" editions reaching San Francisco by each steamer. Then the establishment of the "pony express"—in the service of which "Buffalo Bill" and other famous plainsmen made their mark as rough riders—changed everything. The *Sacramento Union*, being nearest to the East and the gold mining region, employed old Dr. John B. Wood to select clippings from the Boston, New York and Philadelphia newspapers, which, arriving daily, unless a pony rider happened to be killed by Indians, enabled the *Union* to outstrip all of its contemporaries. I saw a pony rider arrive in *Sacramento* in 1865, just after the close of the Civil War, and witnessed the distribution of copy in the *Union* office, no editing being necessary.

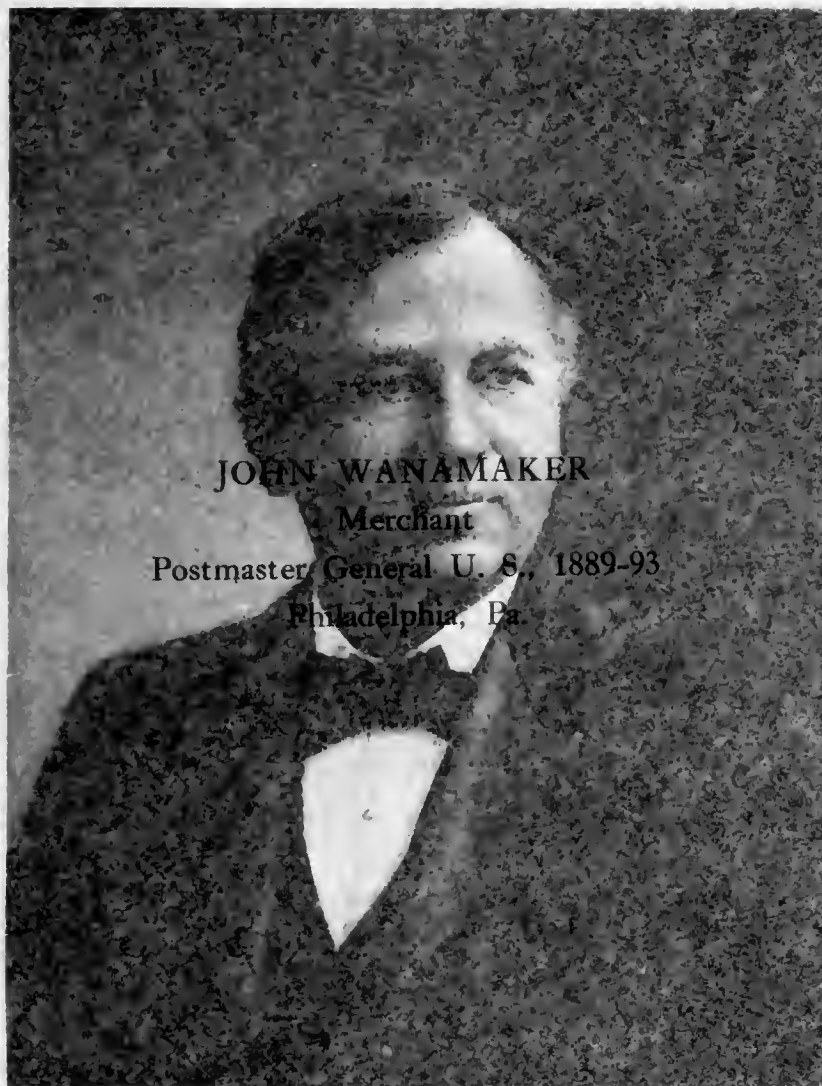
JOURNALISM

Among the oldest of the old American journals must be reckoned the Philadelphia Saturday Evening Post, which was established by Benjamin Franklin just after the Revolution. It has lived ever since, lying fallow for a century, until it was revived in the capable hands of the Curtis Publishing Company, who also control the Ladies' Home Journal which has a circulation larger than any other weekly periodical in the country. It is a remarkable fact that nearly all of the old family story papers, once so prosperous, have been driven out of the market by Sunday issues of great dailies and cheap magazines. Bonner's Ledger, George Munro's Fireside Companion, Norman L. Munro's Family Story Paper, Amor J. Williamson's and Street & Smith's New York Weekly, the Philadelphia Saturday Night, Ballow's Brother Jonathan, the True Flag and the Flag of the Union won great fortunes. But as Beadle's Dime Library, the Seaside, Lakeside and Fireside Libraries drove out Harper's and Peterson's reprint editions, so these weekly publications have disappeared or are passing away. There is one paper that seems to outlive every storm. The Waverly Magazine, established in the city of Boston by Dow, still flourishes, it being dependent upon amateur authors entirely.

When the storm of war, engendered by the clouds of distrust and suspicion hanging so long over the two sections, swept over the land, on April 9, 1861, and General Beauregard's secession guns began bombarding Fort Sumter, in the harbor of Charleston, newspaper extras were issued in rapid succession to satisfy the excited and maddened citizens of New York. At that time the word "extra" meant that the news printed under it was fresh and important. Today this heading has entirely lost its significance, because of the frequency of its appearance.

The New York Times' correspondent in Charleston was a bright London journalist, specially imported for the service by Mr. Raymond. His foreign birth enabled "Jasper" to remain unmolested and unsuspected until the bombardment of Fort Sumter was actually begun. Then he coolly sent brief dispatches over the wire which gave a clear and intelligent idea of the striking scenes he was then witnessing. But he speedily received a warning that the use of the telegraph wire would soon be denied him. He continued sending dispatches until Major Anderson evacuated the fort and started northward with his garrison. Then "Jasper" was politely requested to take the next train leaving the city for Richmond, and he obeyed.

Printing House Square and the City Hall plaza were so full of excited and infuriated men by the time the second Times extra was



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Postmaster General U. S. 1889-93
 Philadelphia
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issued that the horse cars could not force a passage. Even Broadway lost its busy appearance, for trucks and cabs disappeared, and stores began closing because clerks and customers were alike missing. It was a day of angry passion and fury. Men who had the day before almost quarreled while discussing the rights and wrongs of the North and the South now silently clasped hands in mutual devotion to the Union and the flag.

Forty-four years have passed, the Civil War strengthened and consolidated the nation, Cuba has been made free and independent, while the United States territory extends to the Caribbean and Pacific oceans. With rapid increase in population the American periodical press has kept pace with Time, and stands today one of the proudest and best examples of material and intellectual progress in the Western Hemisphere.





JOHN F. HOBBS

Journalist

Board of Trustees, N.Y. Press Club

International League of Press Clubs

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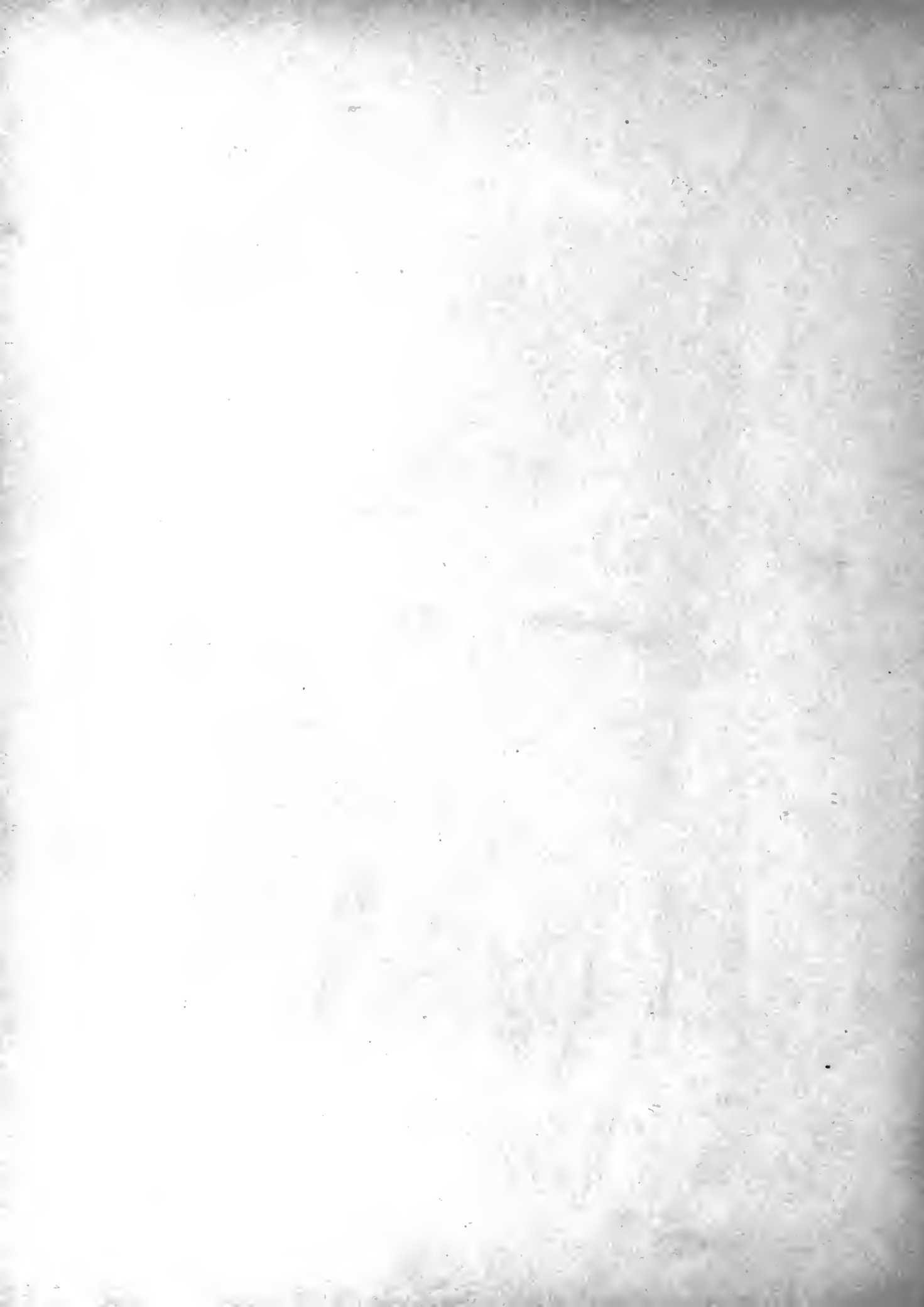
Ex-Chairman of the Board of Trustees, N. Y. Press Club

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THE JOURNALIST ABROAD

BY COL. JOHN F. HOBBS.

The world of thought is round to the mental vision of nearly the whole of thinking humanity. Its horizon seldom extends beyond the home teachings and experience. Sometimes through travel the finite mind is induced to wander further afield in the hitherto unknown and to accept through the logic of its collateral reasoning truths or facts which are not at first within its grasp.

The newspaper man abroad is thus hampered, both in the gathering and the analyzing of data and facts, and in the transmitting of them to his fellows. He soon learns that if you tell a man much more than he already knows by experience or can deduce by analogical reasoning he will orally or mentally mutter "liar!" Illustrative of this is an uncomfortable personal experience of the writer. A group of more or less distinguished medical gentlemen sat in a noted Florida resort hotel discussing travel and the triumphs of medical science in the various parts of the world. A prominent doctor turned to me and said:

"Tell us the most wonderful thing you have seen in our line among indigenous peoples."

I thereupon related an extraordinary case of elephantiasis—though not an infrequent one—in Samoa. The physicians listened with intense interest. At the conclusion of the narrative one of the most intelligent and best read of the listeners held up his thumb and said:

"Simon says wig-wag."

The others laughed.

Feeling nettled and chagrined at the manner in which my statement had been received I drew from my pocket a photograph of the Samoan case and handed it around, remarking:

"The camera, at least, did not prevaricate."

Our contemporaneous literature is jammed with errors and improperly drawn conclusions because the traveling newspaper man—however able and careful he may be at home—goes out into the world with his home lights with which to see things. He is further

JOURNALISM

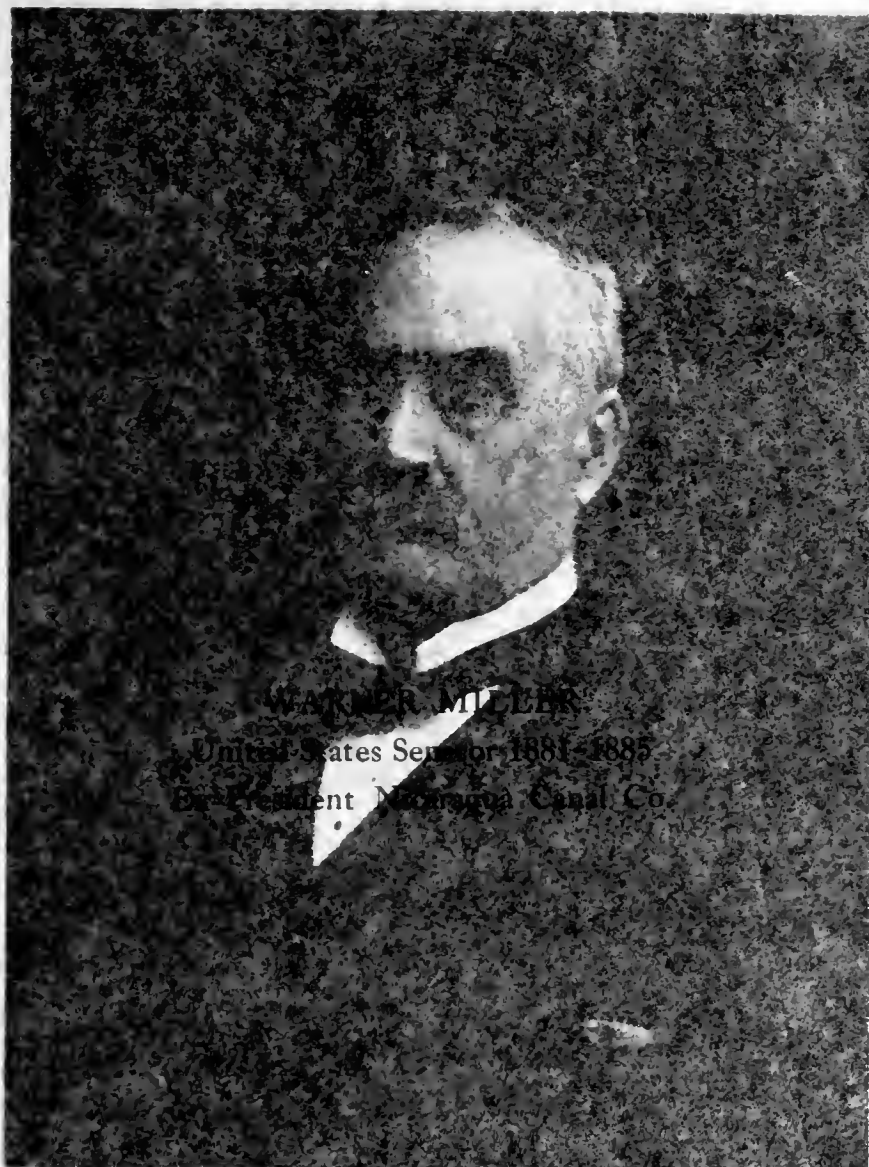
blinded by certain preconceived ideas or prejudices which bias his judgment. Of these things he may be unconscious, but they impel and guide him just the same. Then, too, he is under the constant strain of excitement. New scenes and new experiences present themselves without order or sequence. Fresh trains of thought rush through his brain in unending procession. He cannot tell whence they come or whither they go. He can only chronicle them, as he has no time or opportunity to classify or diagnose them. These impressions are printed in current literature and eventually drift into history. In this way an edition of the *Encyclopædia Britannica* was once made to say: "Ale is brewed in Tasmania, frozen into bricks and shipped to the other Australian colonies." Such a thing never happened. If ale could be frozen the very process would destroy it. But the journalist abroad was helplessly enchanted by the novel statement, and had neither the knowledge nor the experience by which to analyze the statement. It made a good story, and readable copy was profitable.

The Knight of the Pen abroad is in the position of a man who is out looking for trouble, and there are those who, in the vulgar vernacular, are "laying for him." He has to view things which he does not understand, interview folk who are ready to load him for a purpose, or to plough through documentary and other stuff written on the bias or to back certain views. Not being able to size things by the local measure, he is forced to fall back upon his home standards for a gauge. This is true when one speaks the language of the country. It is more so when he cannot. Even so careful an historian as Froude lived to learn that he had been "stuffed" and that he had, accordingly, "stuffed" the general reader. After a very readable book upon his travels had been written and well received he asked a prominent and thoroughly posted man of one of the countries visited by him and treated in his work what his people thought of the book. The answer was blunt but sweeping.

"If you had written 'Fraud' across the manuscript instead of 'Froude' under it you would have been nearer the truth," the foreigner replied.

The historian winced. He may have felt conscious guilt.

The knack of picking up facts does not necessarily imply the art of picking out facts. The news detective who scents a story is too often at sea in the wide world of travel. He is impressed and freshened by the newness of his field, feels a sense of irresponsibility, is seized with a disposition to romance, and does so. The pen pictures



WARNER MILLER
United States Senator 1881-1885
Ex-President Nicaragua Canal Co.

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JOURNALISM

of his new life are entertaining but misleading. The average mind is prone to fiction, anyhow, so what matters if the story enchants? Lumholtz, the well known explorer-author, is an instance among hundreds. In his peregrinations in the north of Australia he ran across a man who knew the country perfectly and who spoke many of the native dialects. Lumholtz approached him in a self-assertive manner for information. "Tell me something remarkable," he commanded.

After the interview Lumholtz wrote his pretty story of the missionary frog, a strange animal which God, in his infinite omnipotence and omniscience—anticipating the coming of the footsore swagman in search of gold—had set in great hollows in the trees of the eucalyptus forests to drink in the heavy night dews of the section, store his immense stomach with this fluid and croak out to the ears of the famished pedagogue who tramped that way. The writer described how the frog was gently drawn from his eerie by the thirsty fossicker for gold, who held him aloft by the hind legs and drank his stomach empty; then, replacing the drained thing, scouted for others of his kind, with whose reserve he filled his water bag, and went along blessing God's providence and love. It was a beautiful story, but no such frog exists. The story is in print, and will be read for years to come, but it is built on pure fancy.

All men are influenced by their conditions and surroundings. A writer lifted suddenly out of the little world he has known since childhood, and as suddenly dropped into another but remote sphere, which is barely if at all similar, feels that he has been freed from all moral, social and legal responsibility. He is foot loose and fancy free. He cannot well resist the feeling that he can say what he pleases without the fear of successful contradiction. He does not understand the thoughts, inspirations and social institutions of the people about him. If he cared to do otherwise he would be helpless to do so, for man is not self-adjustable on short notice. This fact accounts for much that is ludicrous and unauthentic in the writings of predatory newspaper men and other writers, whatever their reputation may be. Archibald Forbes, Max O'Rell, Anthony Trollope fell into the same errors as less distinguished writers.

What may be socially proper and colloquially correct in one's own country might be illegal, highly improper and even indecent in another, even where the same language is spoken. The same words often have different meanings among the peoples of the same generic blood. English and Australian writers often use a word to express

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physical weariness which in America indicates female disgrace. A gentleman must not ask for a "scrape" in an English barber shop. Neither must he say "bug" to English ears. You "shout" for drinks in Australia, ask for a gamp (umbrella) or goloshes (rubbers) in England. A Bushman in South Africa is a black native; a bushman in Australia is a white pioneer, and a native Australian is not an Australian native. These are illustrative of hundreds of misunderstood words and expressions which convey false ideas to people outside the country or district in which they are used.

A well known American newspaper man knocked about Polynesia for two years writing "copy" for a book as he went. He laid the stuff away for revision. It so happened that he belted the world and then spent six more years among the scenes of his former activity. He was then importuned to publish the book. Taking out the manuscript which he had penned during his first visit he read over its pages, and as he did so he interjected comments like these as he went: "I didn't write this, did I?"; "those are not facts;" "such a conclusion is preposterous," etc. Laying the whole manuscript down finally, with disgust, he said: "That stuff is impossible. It must all be rewritten." The work is yet unpublished. He came to the conclusion that first impressions are the most pleasant, but are not always the most accurate. That would be the fate of most world traveled copy and second thought treatment.

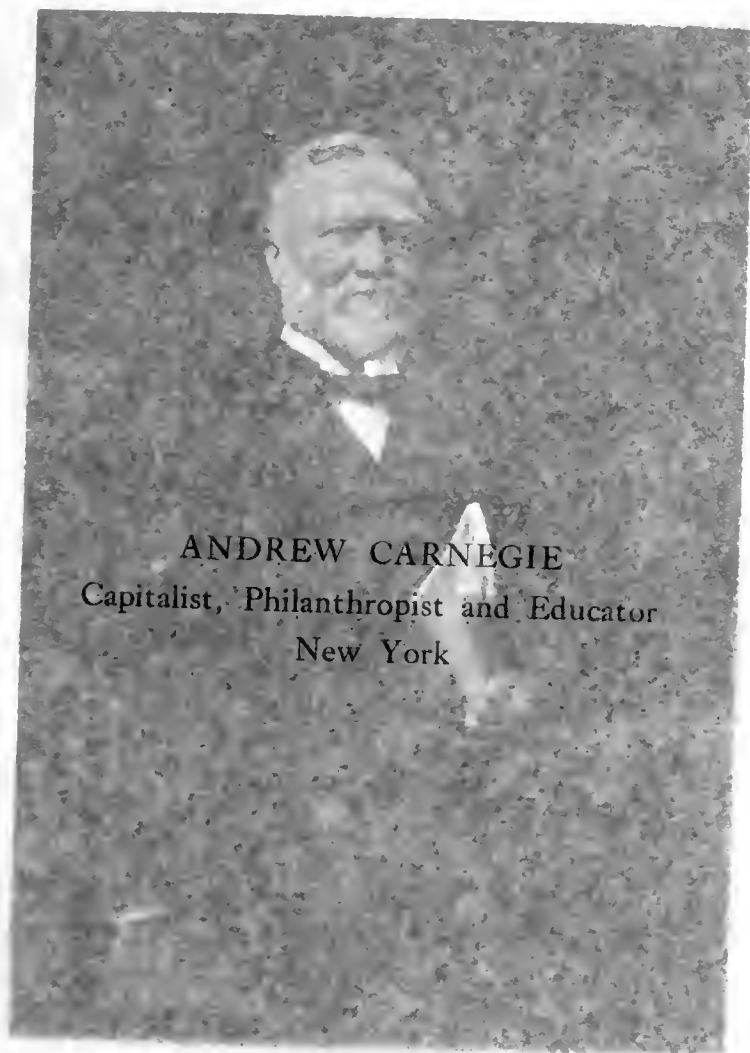
Nearly every writer unconsciously regards himself as the point from which the universe and all things else are projected, and writes accordingly. The international journalist or writer either travels for evidence to corroborate certain views or to justify conditions, instead of for the purpose of seeking new ideas. Travel, he fitly believes, enlarges his ideas; but as a matter of fact he prefers to enlarge an old idea and to stretch it all over the earth rather than to displace it with a new one with different bearings. The world is a queer thing in proportion to its divergence from the traveler's own training. This is not peculiar to the writers of any particular nationality. It is common to all. Anthony Trollope once thought that a coachman on a much traveled route in New Zealand did not pay him due deference.

"You don't seem to know who I am," remarked the author.

"An' I don't give 'r —," came the reply.

"I am Anthony Trollope, fellow!" ejaculated the writer.

"What the — — do I care? Get on or walk," blurted out the uncouth jehu, who was the most important man on that route.



ANDREW CARNEGIE
Capitalist, Philanthropist and Educator
New York

physical well-being. A
gentlemanly English barber shop.
Neither a "shout" for drinks
in Australia, nor a "gotoshes" (rubbers) in
England. A bush-
man. The Australian is not
a hundred of mis-
leading ideas to people

Polynesia
He laid the
the world and
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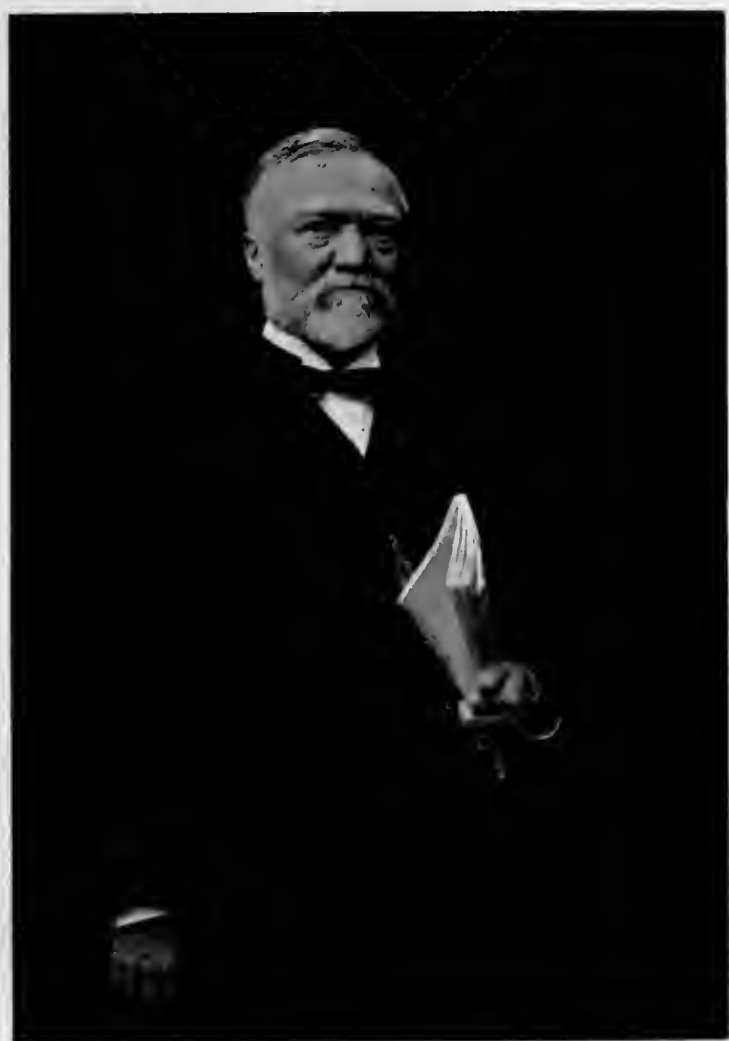
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man on that case.





JOURNALISM

Whatever else he learns, the pen pusher on the earth's circuit soon finds a great deal of wholesome food for reflection and picks up a great deal of necessary and useful information. He learns in Egypt that the English sovereign and the French language are his best friends; in South Africa that walking is degrading and arouses suspicion; in the Holy Land and the contiguous country what a simple thing he is and how easy it is to be fleeced; in China and Japan the importance of official introduction; in Europe how hard the profligacy of the millionaire and his imitator has made his path unless he follows unbeaten tracks. Above all things, he is not long in learning that the outer world is not interested in him or his peculiar style of journalism, and can do very well without either. He finds that the brilliancy of his pen and brains is to be reserved for the readers of his own habitat. If he is analytical, he will find that the reason "foreigners" are not particularly interested in his writings or eloquence is that he does not understand them or their land well enough to give them advice. Riper experience finally teaches him that it is easier to push a people along in their own ruts, cut by the ages, than it is to pull them out and guide them along new lines. It takes years of local life and study to know these ruts, so the "new chum" is disqualified for the effort. The touring writer eventually finds this out. Until he does he is more or less a nuisance to himself and everyone else.

The average article written by the average scribe on tour is the merest "slush," a passing diary of flitting thoughts. The home reader reads it for entertainment, and any word from a distant or an unknown land reads well in a hammock on a hot day.

Start a human being on a writing tour around the world. Behold him a year later, when he returns! He is so transformed and puffed out with new things that you hardly know him. He regards his views on foreign subjects so important that he feels the world will run amuck in some way if his stuff isn't immediately published. He even thinks that magazine editors are stupid and criminally blind if they do not see the thing as he does. One year's ramble among new scenes did it all.

The international journalist who would be authentic and of value first garbs himself in the dress of the people he would study, takes his time and loafs among the hamlets and along the highways, using his eyes and brains where he cannot use his tongue. No man can rush through a country and acquire a true knowledge of its people or resources. The true journalist should drop all else behind him and,

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as much as possible, drop himself, a neutralized force. This is hard to do; a few can, but all should do it. The diet, dress, manners and customs of a strange people often arouse a writer's prejudices and thus unfit him for the work of giving a just and accurate account of them for the benefit of distant readers. The world is wide and varied. The human mind is narrow and provincial. There seems to be an ever present hiatus between the universality of humanity and the finite mind, limited, as it is, by the physical restraints which imply and compel communities. The newspaper man, handicapped by nature and training, helplessly endeavors to adjust everything else to the standard with which he is familiar. Thus the man who inflicts his home precepts upon others is unpopular, and when he tries to inculcate foreign ideas among his people he becomes a prophet without honor in his own country. If he tells anyone much more than the latter already knows he will be called a liar, and it matters little whether his story be true or not. I long ago gave up the idea that my head was the magic match of the universe and that the nations were just waiting to strike it for a light.



SOLOMON STRAUS

1887-89 and 1898

us, China and Glassware
Board of Trade and Transportation
1891

H. P. 1892 C. 100

1892 J. 1891 1892 E. 1891 1892

JOURNALISM

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OSCAR SOLOMON STRAUSS

U. S. Minister to Turkey, 1887-89 and 1898

of L. Strauss & Sons, China and Glassware

President N. Y. Board of Trade and Transportation

New York



NY PRESS CLUB

PHOTOGRAPHY & COLOR CO. NY.

ADVERTISING.

BY W. WARD DAMON.

"The man who knows how to advertise is yet to be born," said an advertising expert and leading publisher; "the man who thinks he knows is born at the rate of one hundred a minute."

With the advent of improved presses, typesetting machines and labor saving devices in publishing a newspaper the science was developed of "advertising." Although still in its infancy, this art has made wonderful strides in improvement, along with other lines in newspaper making, and is one of the most potent factors of every successful publication. The word "advertising," properly meaning "publicity," commonly used for announcing the sale of commodities by any medium that will hold or transmit words, sounds or characters, is of ancient origin. It is found in the Bible twice; in Numbers, xxiv, 14: "And now behold, I go unto my people. Come, therefore, and I will advertise what this people shall do to thy people in the latter days"; and Ruth, iv, 4: "And I thought to advertise thee, saying, Buy it before the inhabitants, and before the elders of my people."

Hundreds of years before the Christian era all classes of people and all nations considered and conjectured upon the subject. Centuries before Gutenberg conceived the idea, which brought intelligence from the remotest quarters of the globe within easy reach of every man, woman and child, the ancients were wont to advertise their achievements through the best means and mediums at their command. Boats, horses, signal fires, messengers, bulletin boards, any speedy or easy method of transmitting intelligence were their substitutes for the modern newspaper. The Rameses of Egypt immortalized their conquests on obelisks, and the mighty pyramids are but publicity mediums used by the imperial houses to hand down to posterity successful reigns and victorious battles, or to advertise a family of kings. At the memorable battle of Thermopylæ, 480 B. C., fleet runners were employed by the Greeks to cry aloud to the populace that the pass was still held by the Spartans. Ancient Rome, "who from her throne of beauty ruled the world," attached to her forum a large slate tablet, and the Romans watched eagerly this bulletin for the anticipated advertisement that victorious Cæsar would celebrate his con-

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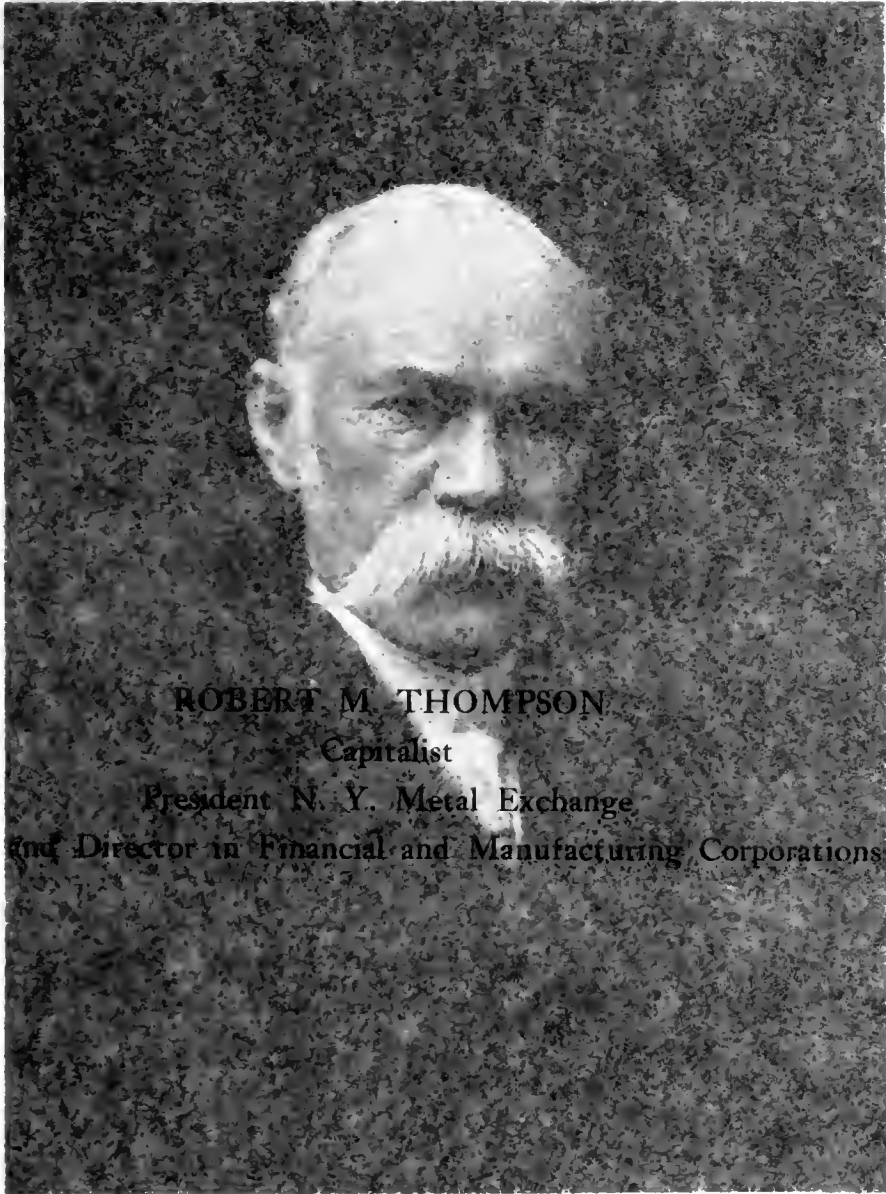
quests over the Gauls by gladiatorial contests in the arena. As incongruous as it may seem, the pyramids were the forerunners of dead wall signs, and in the fleet runners crying aloud their news can be seen the origin of the sandwich man, who tells his story for commercial purposes by means of painted placards, instead of by word of mouth.

The title "Advertising" was probably first used as a newspaper heading by the London Gazette in 1666, when that paper announced it would not accept all miscellaneous advertisements, but reserved the right to select such notices as might please it. Boston claims to be the mother of American advertising, and has the earliest record that so far has been traced. In 1704 the Boston News Letter contained a few announcements of a few lines each, of the character of want advertisements. Twenty years later the first advertisement appeared in a New York city daily when the New York Gazette published an item of about 4 inches announcing the sale of a Jersey farm, and another advertisement for a runaway slave.

Years ago the strife between "Upstairs" and "Downstairs" (i. e., the editorial and business departments) waxed keen and bitter. The writers claimed to be the only "journalists," and asked with scorn, "How would Greeley or Dana have looked seeking a soap advertisement?" The business department replied, "We supply the money. Without us you fellows could not eat." As Hiawatha compared his bow to man, and his bow string to woman:

"Though she bends him, she obeys him;
Though she draws him, yet she follows;
Useless each without the other."

So with the editorial and business branches of a newspaper—both go hand in hand, each useless without the other. The high salaries paid to writers of mark, brain and genius; the manifold departments requiring skilled labor; the almost human typesetting machines; the marvel of modern invention, the perfected press, printing, cutting, folding, counting 100,000 sixteen page papers per hour and costing \$75,000; the publication buildings erected at an expense frequently running into the millions, have been made possible through advertising. Without this valuable asset these inventions would be out of reach of the papers; indeed, very few American publications could exist without this remunerative product. Through this means also the complete and beautiful periodicals which seek the best the world



ROBERT M. THOMPSON

Capitalist

President N. Y. Metal Exchange

Officer and Director in Financial and Manufacturing Corporations

W. H. HARRIS

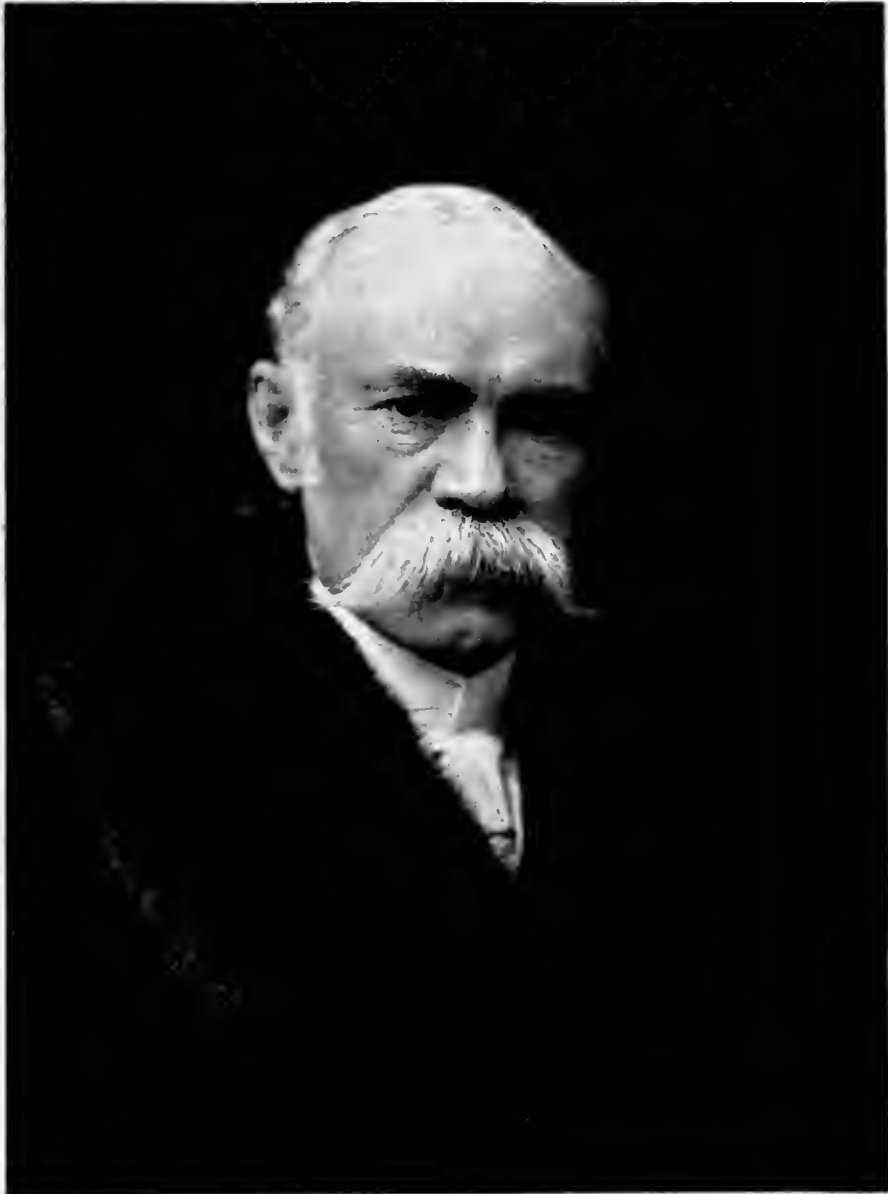
W. H. HARRIS

JOURNALISM

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 Capitalist
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with the printer, the publisher and the newspaper—both go hand in hand, each depending on the other. The high salaries paid to editors, reporters, and managers, the manifold departments requiring skilled labor, the use of manual typesetting machines; the marvel of modern printing, the perfected press, printing, cutting, folding, condensing thousands of pages per hour and costing \$75,000; the publication buildings erected at an expense frequently running into the millions—these have been made possible through advertising. Without this valuable asset these inventions would be out of reach. In papers, indeed, very few American publications could exist without this remunerative product. Through this means also the complete and beautiful periodicals which seek the best the world



NY PRESS CLUB

PHOTOGRAPH BY C. COLEMAN CO. NY.

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affords in literature, art and music are brought within the reach of the poor and rich alike, for the actual cost of these publications is several times the subscription price. It is by no means infrequent that the Sunday newspaper, which the reader purchases for a nickel, costs twelve cents to publish, but the difference is made up by advertising. This science is responsible for the penny paper and ten cent magazine.

All the world is indebted to advertising. It has marketed all kinds of commercial products; it has brought necessities and luxuries from all climes to the door of rich and poor; it has reduced the costs of all kinds of reading matter; it has placed education within the reach of the masses; it has put nations in touch with each other and familiarized all peoples with all nations; in fact, it has been a potent power in advanced civilization. It not only has provided a livelihood for hundreds of thousands in soliciting, placing and preparing copy, but, either directly or indirectly, it has created demands for improved machines, appliances, apparati, products and buildings, in the construction of which millions have been engaged.

When Greeley and Dana were hurling their thunderbolts of editorial wrath against wrong and pernicious influences, the advertising man, generally an office clerk, was engaged in writing in as bombastic terms as could be found, an advertisement of some runaway slave, or in telling of some new importation of tea. Crude and unpolished, these advertisements were nevertheless unique in setting forth exactly what was wanted by the advertiser. If he sought buyers his copy read "Wanted Purchasers."

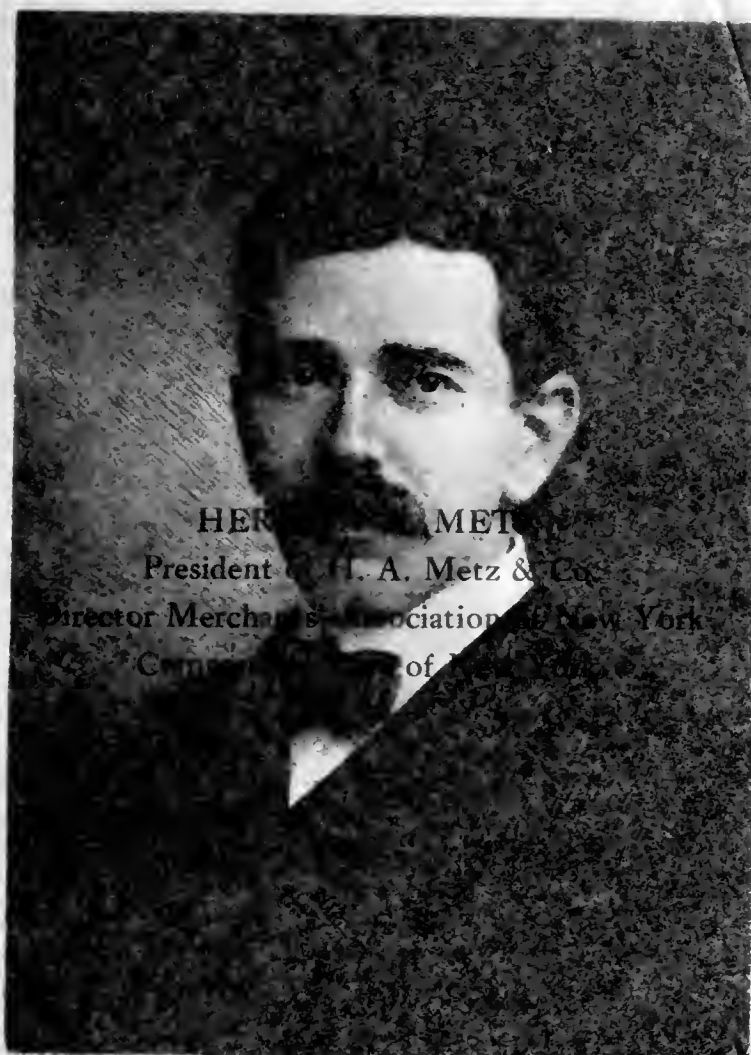
Little by little, with the march of progress and development of the newspaper came a corresponding betterment in the advertising field. Manufacturers, noting the vital importance of carefully prepared copy, placed before the eye in an attractive, neat form, sought the highest perfection in typographical art. A demand, far reaching and insistent, was created for brainy men to clothe the attractions of the wares advertised in appropriate language and design. No longer did the bare notification that "John Smith sells soap on Tuesdays" suffice. The public became tired of the old set display with the firm's name at the top and bottom of the advertisement, and "dry goods of all descriptions" between. Success after success followed the introduction of brainy matter, combined with catchy designs, in exploiting the sale of the goods. Managing editors, editors in chief, paragraphers, artists of no mean calibre, left their desks for the more remunerative positions in the advertising field, while the office boy was relegated to other duties. One firm after another sought the

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services of acknowledged experts in dispensing publicity. Thence arose the advertising agent, or distributor of advertising, with a more or less accurate knowledge of mediums, an eye for art and a corresponding ability to reproduce that art on fast newspaper presses, a thorough understanding of the value of cleverly prepared and well written copy, a money saver and a labor saver.

Today 24,000 American newspapers herald through their columns every known device for selling marketable commodities, from cabbages to the most advanced products of the human brain. Anything for sale, from the small article costing a few pennies to diamond necklaces costing \$90,000, is placed before the public in as attractive and alluring a manner as years of experience and the brightest minds of the newspaper world can get them up. It is claimed that Wall Street markets have been controlled by one man through the medium of a half page advertisement in America's leading papers. The commercial world gasped in astonishment at a combination of capital involving a billion dollars for the control of one industry; this was accomplished entirely through advertising. When a city, a county, a state, a nation seeks to raise money on its commercial paper, its issue of bonds is advertised through the medium of the press. War loans have been secured both at home and among neutral foreign nations through this means. In some cases the war could not have been carried on without these loans, and the very life of the realm depended upon the successful negotiation of these advertisements. Our own government in times of emergency or distress has ever used the columns of the American newspaper to make known its wants, and never without avail. It has become a law that public buildings cannot be erected without first advertising for bids from different builders, and so fruitful of results has this method of publicity been that Uncle Sam now purchases nearly all of his supplies through advertised bids. So not alone the individual, the firm, the corporation, the city, the state, but the nations as well, are interested, and often vitally, in this subject.

Were the advertisements contained in the American newspapers during one year placed one upon another the pile would be 20,000 miles high, nearly enough to reach around the world. Stretched end to end they would make a ribbon six inches wide, which would encircle the globe five times. It is estimated that today over \$300,000,000 are spent annually exploiting the sales of the wares of our great American industries. All manner of devices, all methods of publicity, all kinds of mediums, are employed through which to attract the public.



HERMAN METZ

President of H. A. Metz & Co.

Director Merchants' Association of New York

Comptroller of New York

NY PRESS-CLIP

PHOTOGRAPH BY E. J. KELLY OF NY

JOURNALISM

seconds in technological experts in dispensing publicity. Thence from the advertiser, agent, or distributor of advertising, with a more or less degree of knowledge of mediums, an eye for art and a corresponding skill to reproduce that art on fast newspaper presses, a third party comes into being of the value of cleverly prepared and well written copy, a means save and a labor saver.

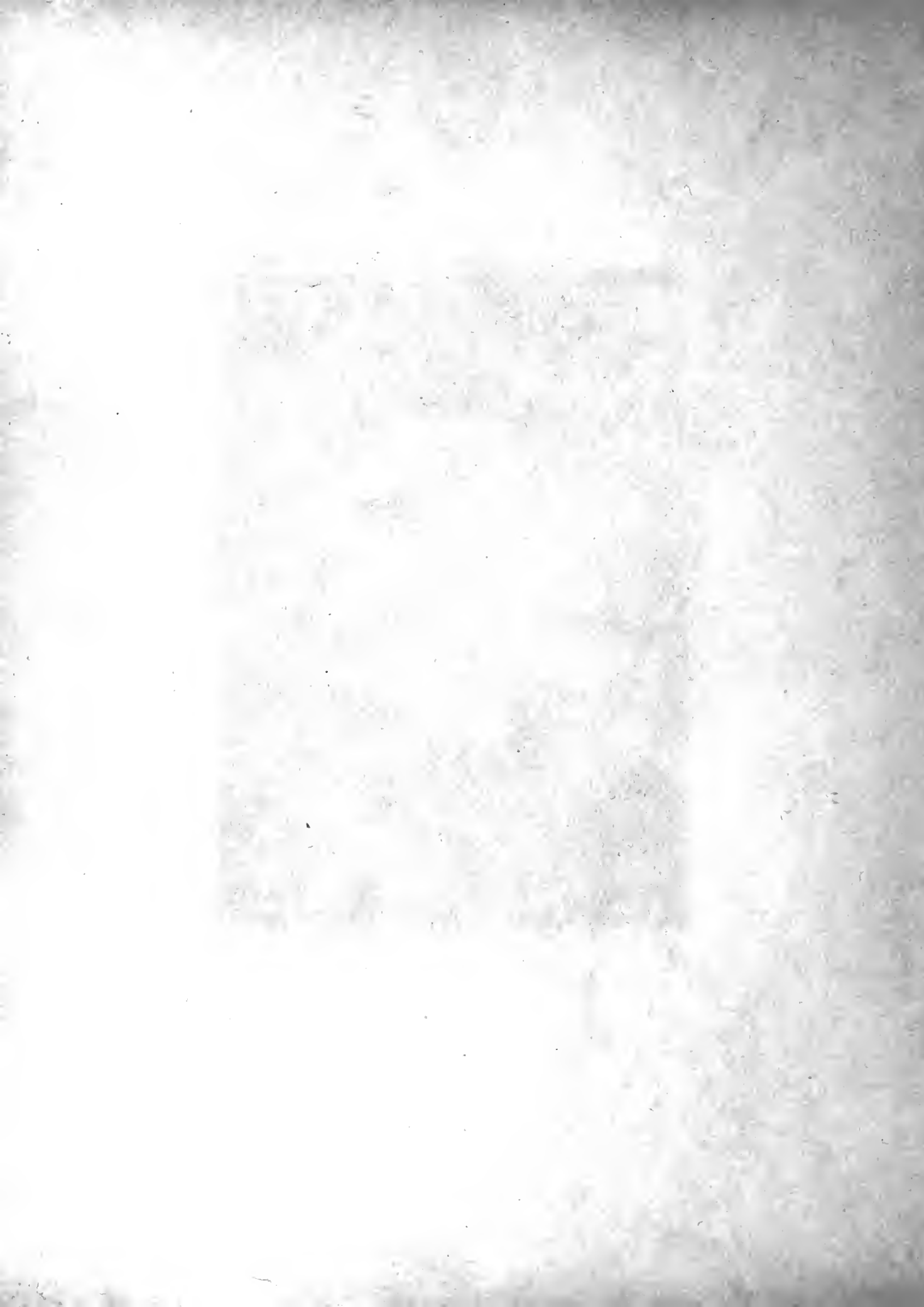
Today 24,000 American newspapers herald through their columns every known device for selling marketable commodities, from cab-fares to the most advanced products of the human brain. Anything for sale, from the small article costing a few pennies to diamond necklaces costing \$50,000, is placed before the public in as attractive a manner as years of experience and the brightest minds of the newspaper world can get them up. It is claimed that Wall Street markets have been controlled by one man through the medium of a half page advertisement in America's leading papers. The commercial world gasped in astonishment at a combination of capital involving a billion dollars for the control of one industry; this was accomplished entirely through advertisements. When a city, a county, a state, a nation seeks to raise money on its commercial paper, its issue of bonds is advertised through the medium of the press. War loans have been raised in this manner among neutral foreign nations. The New York City and New York County War Loan Campaign could not have been carried out without these loans, and the very life of the realm depended upon the successful negotiation of these advertisements. Our own government in times of emergency or distress has ever used the medium of the American newspaper to make known its wants, and never without avail. It has become a law that public buildings cannot be erected without first advertising for bids from different builders, and so fruitful of results has this method of publicity been that Uncle Sam now purchases nearly all of his supplies through advertised bids. So not alone the individual, the firm, the corporation, the city, the state, but the nations as well, are interested, and often vitally, in this subject.

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NY PRESS CLUB.

PHOTOGRAPH BY E. L. LORER CO. N.Y.



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Nor is advertising confined to the paid displays and reading notices of a publication. While the supersensitive ethics of the legal and medical professions pronounce a ban against paid publicity, both the lawyer and the doctor seek secretly and eagerly for free news items which advertise their skill. The smile which comes over an audience when a physician is suddenly called from a public gathering proclaims that the people recognize clearly this form of advertising, while many prominent legal firms employ press agents to secure for them publicity, without violating their valuable code of ethics. So far has the advertising demand from the public been exercised that even ministers of the gospel have advertised, first, in church notices read from the pulpit; next, in publishing a church paper filled with advertisements of local happenings in the church, and even using the daily press to announce important events. It is no uncommon occurrence for leading New York dailies to carry one page of religious notices in their Saturday issues.

Some twenty-five years since Mr. Jay Gould owned the *World* and published it for six years at a loss approximating \$2,500 per week. With all his ability along other lines he could not make his newspaper venture a success. Although he employed the best editorial talent the market afforded, 13,000 circulation was about its average issue. The infant industry, which is now playing the most important part with a successful publication, was then unable to stand alone, and the great financier hailed with delight the advent of a bright, energetic, young newspaper man from the West, Mr. Joseph Pulitzer. With a few thousands of dollars Mr. Pulitzer purchased the *New York World*; and Mr. Gould, who could make Wall Street tremble at his nod and with a stroke of his pen connect two oceans with a railroad, chuckled with glee because he had unloaded such an unprofitable venture. Then came the change. An advertising department was at once established and placed under the control of competent and energetic hands. All over the continent appeared advertisements of the *New York World*. No expense was spared to place the paper before the people, and within a few brief months increased circulation with increased advertising patronage changed the loss to a profit. Today that newspaper's income is about one million of dollars per year.

Civilization is making a race of specialists. The world has no use for the man who can do all things moderately well. The Jack of all trades generally lands in the poorhouse; so with the great subject of advertising. It has developed its specialists in manifold parts. Newspapers demanded experts, not alone to secure contracts or col-

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lect copy, but to prepare same for the paper's patrons. In some cities the best advertising writers obtainable are employed by the newspaper for the free use of its advertisers. Today the advertising manager of one of America's great dailies is generally one of the best paid men on the force, if not the highest salaried employee of the paper.

A salary of \$50,000 per year was recently offered to an advertising man, and this sum, equal to that paid the President of the United States, and without doubt the highest ever offered for any line of newspaper work, was refused, because the gentleman to whom the offer was made was actually making more money.

Papers published many miles from the metropolis found it convenient and profitable to have representatives in the centre of the general advertising field who could place their mediums before the advertiser in a proper light and acquaint him with local conditions, which often make or mar the success of the advertising. The man on the spot, who could send a paper thousands of miles from New York a thousand dollars' worth of foreign advertising, for each thousand circulation, became valuable. Schools for preparing and writing advertisements started, and immediately all departments of this great science sprang into importance. Electrotyping was advanced until it became almost a new trade. New ideas, either in economy, speed or attractiveness, had high commercial value. Publication after publication, devoted to the science of advertising, was started and flourished for a time, until the number was decimated by the great law of the survival of the fittest. Lithography flourished as never before. All kinds and branches of printing added their quota to the new impetus of a practically new science, until nation after nation yielded homage to its sway. If we compare the beautiful, lithographed, manifold colored inserts of a magazine of today with the crude, bombastic products of the early day we see that nearly the same improvement is shown as is evidenced between the Gutenberg hand press, with its cumbersome, movable type, and a modern perfected press, with its mechanical parts adjusted to the nicety of a watch.

The honor of being the first artist to illustrate an advertisement is popularly given to George Cruikshank. This great artist, whom Dickens discovered and raised to lasting fame, passed through many of the ups and downs of a newspaper man's life. His picture was that of a cat surveying himself in the extra gloss of a blackened boot, and according to tradition was drawn after Dickens had withdrawn his support, and was the means of saving Cruikshank from a supperless bed. Thackeray once used his artistic skill to adorn an adver-

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tisement, and as high as \$100,000 has been paid for a single picture for advertising purposes.

It is useless to attempt to reason why certain concerns have made successes in their advertising, while others have failed. It may be a "Phoebe Snow," a "Sunny Jim," the "Gold Dust Twins," the "Rock of Gibraltar"; a catchy phrase, as "Good morning, have you used Blank's Soap?"; a trademark, a neckless man, a photograph of the proprietor, honest representation, square dealing with one's customers, an introduction among the physicians, a cleverly written argument, a choice of mediums, a beautiful picture, manner of display, or all combined, which make the success, yet the exact cause is most difficult to trace.

A few years ago two young men were working on modest salaries selling soda fountains. One conceived the idea of making cod liver oil palatable, and introduced his oil among the druggists whom he visited. Today this concern is estimated to be worth \$8,000,000. Again, a prominent soap manufacturer spent one-quarter of a million dollars in one year in advertising his soap, and at the end of that time his sales were less than the year before when no advertising had been done. A well known railway having most valuable assets ran along year after year in a trancelike lethargic rut, without publicity, except for accidents and stock fluctuations. New blood came in and insisted upon advertising. In one year the earnings of this railway increased over \$2,000,000.

A prominent New York jewelry firm advertised through the daily press twelve pieces of jewelry costing from \$8,000 to \$10,000 each; within four weeks most of these articles were sold and the aggregate amount received was over a quarter million dollars.

When asked by a prominent manufacturer the secret of successful advertising one gentleman said: "Tell your story faithfully, simply, positively, concisely, fearlessly, unceasingly and, most of all, truthfully, and when you are through, stop."

"Sow seed," says another. "Some may not bring harvest, but you cannot bring any harvest without some seed."

Another stated: "Use such publications as your likely buyers read. Laundry soap advertised in expensive high grade magazines is wasted as much as hams exploited in the Hebrew press. Study your buyer. Use his language."

An agency of great prominence in the advertising world says: "Keeping everlastingly at it brings success."

An enterprising merchant sought to outdo a prominent baking

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powder concern, and said he was willing to spend \$65,000 in advertising to accomplish this; he was astounded when told that the concern he sought to rival spent \$2,000,000 annually, and had paid \$7,000 for a single insertion of a page advertisement in one medium.

The story is told of a proprietary medicine house that presented a Scottish church with hymn books for the privilege of adapting one of the songs to its wares. Imagine the consternation when the congregation sang:

“Hark, the herald angels sing,
Ketchem’s pills are just the thing;
Peace on earth and mercy mild,
Two for a man and one for a child.”

Older than the printer’s art, handed down to us by the ancients, immortalized in the Holy Writ, dignified by the use of the government, used secretly by its professed opponents, enriching individuals, firms, corporations and nations, and providing a livelihood for millions, the infant science “advertising” is a husky, sturdy youngster, the prop and support of our periodicals, and a most potent factor in the great commercial world.



FRANK S. BLACK

of Black, Olcott, Gruber & Bonyng, Lawyers
Ex-Governor State of New York
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JOURNALISM

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NY PRESS CLUB.

PHOTOGRAPH BY G. EDGAR CENY.

BENCH AND BAR

BY FREDERICK B. HOUSE.

"Modern government could not exist without its support from journalism, and this less from the direct influence it exerts than from the publicity and close scrutiny of official action which it secures. Until a hundred years ago legislatures the world over sat with closed doors."—*Justice Simeon E. Baldwin.*

No body of men in this country is in a better position to correctly estimate the value and extent of the influence of the newspapers than the justices of the Supreme Court, before whom the most important causes are tried. The tragedies, the comedies and the dramas of life are enacted before them many times in the course of a year. They look upon the secrets of men's hearts; they see the worst as well as the best side of human character. It is their duty to study motives and discover their origin and the influences that affect them. Like the physician who, with scalpel in hand, endeavors to discover the seat of disease, so the judge on the bench, equipped from long experience with an extensive knowledge of the human heart, tries to determine the inner causes of action. He lives in an atmosphere of judicial calm. Outside of his chamber battles may be fought, plagues may decimate the population, financial crashes may ruin thousands, political contests may arouse the people to a fever of excitement—they do not disturb him, the noise does not reach him.

When Justice Baldwin declares, as quoted above, that "modern government could not exist without its support from journalism," he is stating a fact the truth of which has been emphasized over and over again within recent years. And yet there are some members of the bench and the bar who do not agree with the eminent judge in claiming so much for the press. They think that he exaggerates its power; that while it undoubtedly does exert some influence in securing the adoption of equitable laws and their just administration, they claim the same result could be obtained without its aid.

There are still others who affirm that the newspapers are usurping the duties of the courts. They say that they are seriously inter-

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fering with the administration of justice by trying cases in their columns instead of allowing the judicially established tribunals to do the work. They maintain that the wheels of justice are blocked by the premature publication of the testimony of witnesses; by the indication of the points to be made by the prosecution, and by their proneness to give undue prominence to insignificant and irrelevant matters connected with the trial of causes.

Excitable members of the bar do not hesitate to assert, when the newspapers have, metaphorically, trodden on their toes by making public facts in connection with a case in which they are interested that they desired kept out of print, or have criticised them for some unprofessional act of their own, that the press has too much liberty and ought to be gagged.

A brief examination of facts that are known to every member of the bar who reads the newspapers, or who is familiar with the practice of the courts and the administration of the laws, is not without interest in this connection.

Whatever else the newspapers may do, their chief function is to print the news. Their reporters scour the city and daily put into print what they have gleaned. They write about politics, sports, gossip, crimes, churches, public affairs. They give the greatest prominence to criminal matters because the public is most interested in them. The service rendered in detecting and punishing law breakers is generally acknowledged. Such are the intimate relations existing between the police and press that each receives almost simultaneously the information concerning the commission of a crime. If it is a murder, a robbery or an assault, reporters who have a special aptitude for the work are started out to thoroughly investigate the case. Within a few hours or days, such is the activity and the detective skill of the newspaper men, they have run down and caused the arrest of the criminals. The police are always ready to take advantage of any work done by the journalists, and often receive credit which rightfully belongs to the nimble and tireless reporters.

Had it not been for the persistent agitation of the New York World there probably would have been no legislative investigation of the Boodle Board of Aldermen which resulted in securing the first evidence against them and finally sent them to prison. The press was united in demanding that the shameless, bribe receiving members of the city government should be punished.

It was through the efforts of the Boston Herald that the innocence of Cromwell and Stein, who had been convicted of murder and had



NY FACTS 1908

THE NEW YORK PUBLIC LIBRARY

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The members of the bar do not hesitate to assert, when the newspapers are metaphorically trodden on their toes by making public trials of cases in which they are interested that they desired to be heard, or have criticised them for some unprofessional act of theirs, that the press has too much liberty and ought to be gagged.

A brief examination of facts that are known to every member of the bar who reads the newspapers, or who is familiar with the practice of the courts and the administration of the laws, is not without interest in this connection.

Whatever else the newspapers may do, their chief function is to print the news. Their reporters scour the city and daily put into print what they have learned. They write about politics, sports, gossip, and other public affairs. They give the greatest prominence to what the public is most interested in them. The service rendered in detecting and punishing law breakers is generally acknowledged. Such are the intimate relations existing between the police and press that each receives almost simultaneously the information concerning the commission of a crime. If it is a murder, a robbery or an assault, reporters who have a special aptitude for the work are started out to thoroughly investigate the case. Within a few hours or days, such is the activity and the detective skill of the newspaper men, they have run down and caused the arrest of the criminals. The police are always ready to take advantage of any work done by the journalists, and often receive credit which rightfully belongs to the nimble and tireless reporters.

Had it not been for the persistent agitation of the New York World there probably would have been no legislative investigation of the Boodle Board of Aldermen which resulted in securing the first evidence against them and finally sent them to prison. The press was united in demanding that the shameless, bribe receiving members of the city government should be punished.

It was through the efforts of the Boston Herald that the innocence of Cromwell and Stein, who had been convicted of murder and had



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PHOTOGRAPH BY E. EDWARDS CO. N.Y.



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served eleven years' imprisonment in Maine, was established and their pardon secured. It was the New York Journal that solved the Guldensuppe mystery and caused the arrest and conviction of Mrs. Nack. The columns of the daily newspapers contain the records of hundreds of cases of a similar character.

Criminals today fear the newspapers more than they do the officers of the law. "I can fool the cops, but I can't fool them reporters," said a crook who was arrested for robbery. "The papers print my picture and describe my personal appearance so accurately that I can't disguise myself so they won't find me out."

The press is more alert than the police, because it is always looking for news in every direction. It does not wait to be told that a crime has been committed. It often discovers it unaided.

The habits of watchfulness and observation bring within its range of vision a thousand and one things that the ordinary observer would not see, or, if he did, he would not grasp their real significance. The public has a high regard for the detective who, from the slightest clue, is able by intuition and perseverance to untangle a web of mystery and point out the guilty man. If this same public only knew that hardly a day goes by during which reporters on the great dailies are not called upon to perform detective work calling for the highest skill, they would perhaps entertain a higher opinion of these news-gatherers than they do now.

A second service which the newspapers are performing in aid of the administration of the laws is in stirring up public officials to do their duty by the municipality and the State in the prosecution of men who, because of their high position in society or because of their wealth, might be allowed to escape the consequences of their illegal acts. It is a well known fact that indictments found against city officials have been allowed to lie unprosecuted in pigeon holes in the District Attorney's office for months and even years until public clamor, directed by the press, compelled him to take them up.

Moreover, there are weak-kneed executives of the law who, under the pressure of political leaders or of prominent business men, might let up in the performance of their duty in certain instances, were they not strengthened in purpose by the support of the newspapers and encouraged to do what they know to be right.

Sometimes, when the public is unduly wrought up over a murder, a lynching, or a kidnapping case and clamors for vengeance, and the police and the courts might be forced to resort to measures which, under ordinary circumstances, would not even be considered, the con-

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servative element of the press has come forward and by counseling moderation and by showing that an injustice would be done to innocent persons, has succeeded in quieting the public mind and in curbing the unwise zeal of the officials.

One of the most serious charges brought against yellow journalism is that in straining after sensationalism and in its extraordinary efforts to unearth corruption in office or to fasten the authorship of crime upon suspected persons it goes beyond its province as the purveyor of news and takes upon itself the functions of judge, jury and prosecuting attorney.

It must be admitted that there are some grounds for this charge. If one looks over the files of any of the "yellows" he cannot fail to be impressed by the frequency with which efforts are made to create public sentiment in favor of or in opposition to certain men.

While the law regards a man as innocent until he is proven guilty, these newspapers are quick to condemn a suspect and sentence him to the extreme penalty provided by the statutes before he has been arraigned in court or even given an opportunity to answer the accusation brought against him.

It is charitable to believe that in all such instances the editors entertain no malice toward the accused and do not pronounce judgment for the purpose of influencing the courts. The instant it could be shown that an attempt was being made to affect the judgment of the magistrates for or against a person on trial, that instant would mark the beginning of an outburst of indignation on the part of the press itself that would drive the offender out of business.

Lord Hardwicke, one of England's greatest chancellors, once said:

"There cannot be anything of greater consequence than to keep the streams of justice clear and pure that parties may proceed with safety both to themselves and their characters."

Lord Erskine and Chancellor Kent, two distinguished advocates of the liberty of the press, on several occasions inflicted severe punishment upon those who sought by words in the newspapers or in pamphlets to influence their decision in a pending cause.

There is no national law governing such cases in the United States, each State being left to fix such restrictions as may seem desirable. In Massachusetts the courts deal promptly with editors of papers publishing matter calculated to improperly affect the fairness of jury trials. A few years ago, while a railway engineer was being tried for manslaughter in wrecking his train, the editor of the Bos-



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ton Traveller intimated, editorially, that the railway company was trying to put the blame on the engineer as a scapegoat and that the result of the trial would probably be in his favor. The editor was arrested and sentenced to jail for making the statement.

In New York State a court can punish an editor for the publication of "a false or grossly inaccurate report of its proceedings," but it cannot punish him for attempting to influence the judge or jury in a case on trial or for criticising a decision after it has been rendered. An attempt was once made by a political ring in New York city to secure the enactment of a law at Albany allowing judges to punish as contempt of court criticisms of their judicial conduct. It failed of passage because it was regarded as a menace to the liberty of the press.

The laws governing libel are now so stringent and cover so many different phases of newspaper publicity that there is no such need of a specific law providing for the punishment of editors who may attempt to influence judicial action, as there once was. The conservative press confines its attention more exclusively than ever before to the recording of the news of criminal acts. Bribery is a crime which is rarely attempted in these days, and when discovered is quickly punished, and both the bribe giver and the bribe taker are eternally disgraced.

Never in the history of the judiciary have the courts been so free from even the taint of suspicion. The judges are, without a single exception, men of the strictest integrity. Many of them have given up lucrative practices to serve the State, county or municipality for salaries far below their previous incomes. The spotlessness of the ermine, which is preserved with the utmost care, is the pride of the bar.

Attempts are sometimes made by unscrupulous lawyers and others to influence the bench by procuring the publication of editorials affecting pending litigation. In a few cases the editorials have been printed as the result of a misrepresentation of the facts; but when the newspapers have discovered that they had been deceived, they have been prompt to turn upon those who obtained their support, and make proper restitution to those who have been injured.

Newspapers, like individuals, have friends whom they are glad to assist in the accomplishment of legitimate ends; but there is not one of any standing in the community that would under any consideration lend itself to an attempt to illegally influence the judiciary. The press is today as incorruptible as the bench. Its support cannot be bought for any measure or scheme that will rob or injure the city or

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the public. If there is a watchful guardian of the people that never sleeps and that is unselfishly devoted to their best interests it is the newspaper press, whose standards of right and wrong are as high as those of the church itself.

Lawyers complain of the inaccuracies of the reports of trials printed in the newspapers. They claim that the reporters give prominence to unimportant matters and overlook entirely those having a vital bearing upon the case.

There is not the slightest doubt that these criticisms are often just; but some allowance should be made for the conditions under which the reporters are obliged to work. Oftentimes they must master, or attempt to master, in two or three hours a case that the lawyers have spent weeks, and even months, in preparing. The tremendous pressure under which they labor renders it impossible for them to always write absolutely accurate reports. Those employed on the afternoon papers are compelled to write at breakneck speed; to sift the testimony as it is given and preserve only such portions of it as will interest the general public.

Often the reports written under these conditions will fill several columns in the last editions printed in the afternoon. While the famous Eastman trial was in progress in Cambridge, Mass., one Boston paper printed a 14,000 word report in its 5 o'clock edition. As the copy had to be telegraphed, the celerity with which it had to be produced and forwarded was bewildering. Under such circumstances accuracy of statement all the way through was impossible.

The reporter in covering a trial seeks to give his paper a readable and correct record of the proceedings. He uses the pencil of an artist in describing what he sees while the case is progressing. He picks out a bit of testimony here and another bit there and knits them together so that when he has finished it is a comprehensive whole. That is his business. He is not a phonograph to record everything he hears in the court room. The newspapers wouldn't print it if he did. They haven't the space.

Charles E. Grinnell, in an able article in the *Atlantic Monthly*, in replying to some criticisms upon the work of the reporters, says:

"We cannot have public courts of justice and a free press and the prompt reports that help to save ourselves and our friends from dangerous persons without occasional sad libels and tragic injustice. They are the costly price of a knowledge of even a little of the actual wickedness that daily seeks to destroy civilization, as agony and death are the price of electric conveniences that make a short life fuller."



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THE CLUB.

PHOTOGRAPH BY J. H. HAY.

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TELEGRAPH, TELEPHONE AND CABLE

BY FRANK LEROY BLANCHARD.

According to historians Xerxes was the first among the ancients to establish an efficient telegraph system. Aristotle, in describing it, says:

"There were men stationed to run a day's journey; sentinels on the lookout; messengers, guards and watchers at the signal towers; in particular, such was the just regulation of signals passed in succession by fire or torch on the beacon towers which were established from the extremity of the empire to Susa and Ecbatana, that the king received intelligence of any new thing that happened in Asia the very day it took place."

Four hundred years later Julius Cæsar, the greatest general of the ancient world, when absent from Rome in Spain, in Egypt or in Gaul, kept himself informed of what was going on at the capital through the reports of correspondents, which were forwarded to him by mounted or swift footed messengers daily or weekly, as circumstances permitted. Through the knowledge thus obtained he was able to checkmate the moves of his enemies in the Senate or in civil life, and seize upon favorable opportunities for advancing his own cause.

His rivals often charged him with being in league with evil spirits, because he appeared to know all their secrets and what was happening at the instant hundreds of miles away. And yet Cæsar only made use of means for securing information that were available to all who had the brains and the money to employ them.

His correspondents were either trusted citizens who were warmly attached to him and hoped to share his future successes, or educated slaves. Whenever Cæsar left the city for Egypt or any other trans-Mediterranean country, a private telegraph service was immediately established between Rome and the nearest seaport, where vessels were stationed ready to carry the despatch bearers across the water. The speed with which despatches were forwarded on land was as high as a hundred miles a day.

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Various methods were employed by the ancients to communicate news rapidly over wide stretches of country. One of the oldest was the use of fires built on hilltops, but owing to the difficulties encountered in establishing stations in a new or an enemy's country it had only a limited popularity.

It was not until Claude Chappé invented the semaphore system of signalling, which was adopted by the French Government in 1794, that any material progress was made in long distance communication. The semaphore consisted of an upright post, to the top of which was fastened a pivoted horizontal bar with a movable arm at either end. The various positions in which these arms could be arranged were signals used to transmit messages, the highest attainable speed being three signals a minute. The poles were erected on towers four or five miles apart.

The longest semaphore line, which was built by Nicholas I of Russia, extended from the Austrian frontier through Warsaw to St. Petersburg, a distance of about 750 miles. It had 220 stations, and cost several million dollars.

During the latter half of the eighteenth century the newspapers began to make their power and influence felt, especially in England and France. Napoleon, at the height of his success, could not endure editorial criticism. If he had had his way he would have closed every newspaper office in both countries. At the same time he is said to have acknowledged his indebtedness to them for the information they gave him concerning the movements of the enemy.

At first the newspapers were literary rather than newsy, but in time their editors discovered that the true function of the press was to print and comment on the news of the day. In pursuance of this idea, English newspapers established correspondents in the leading continental cities whose reports were forwarded by stage coach and special messengers as rapidly as possibly thereafter. Instead of waiting a month for an account of a battle fought on French soil, the readers of the London Times had the news served up to them in less than a week.

In 1800 200 newspapers and periodicals were printed in the United States, of which only three were dailies. According to the census of 1900 this number in 100 years had grown to 18,226, of which 2,226 were dailies. The problems of journalism were harder to solve in America than in England because of the size of the territory covered and the undeveloped condition of its civilization and resources. But, notwithstanding this, the editors overcame all obstacles



DELANCEY NICOLL

Lawyer

District Attorney, New York City, 1890-92

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PHOTOGRAPH BY F. COHEN

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The first semaphore line in France, which was built by Nicholas I of Russia, extended from Paris to the frontier through Warsaw to the Baltic, a distance of 1,200 miles. It had 220 stations, and could transmit 100 messages an hour.

But even in the nineteenth century the newspapers began to feel the power of the semaphore, especially in England and France. **DELANEY NICOL** his success, could not endure editorial criticism. If he had his way he would have closed every newspaper office in both countries. At the same time he is said to have been the first to introduce the information they gave into the movements of the enemy.

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and established journals that in several instances have no superiors in the world.

Until the electric telegraph entered the field long distance news-gathering was a slow and laborious process. The heliograph had met with some success before its advent, but, as it could not be used when the sun was obscured by clouds, it could not be depended upon for the transmission of messages to the newspapers. General Miles, in his campaign against the Apaches in New Mexico, found the heliograph of great service, as, by its aid, over 18,000 messages containing 35,000 words were transmitted to and from him in the very heart of the enemy's country.

Morse did not invent the electric telegraph, but he did invent the first practical and, as it was afterward proved, commercially successful apparatus for sending messages over the wires. Capitalists were timid about putting their money into the invention, but at the end of two years a sufficient amount of money had been subscribed to erect the first telegraph line in America between Baltimore and Washington, a distance of 40 miles. The first message, "What hath God wrought?" sent over the wire May 27, 1844, astonished the world and revealed possibilities that could hardly be grasped by the finite mind. Three years later telegraph lines were constructed in Germany, and soon after in England, in France and in Russia.

It was Cyrus W. Field who first conceived the idea of laying a cable between America and England, and who finally organized a company, composed mostly of wealthy Englishmen, to establish such a line. The first attempt was a failure, but the second was a success, and on August 5, 1858, Mr. Field had the proud satisfaction of reading the first message that ever crossed the sea by cable. Unfortunately the cable failed on September 1, and it was not until July 27, 1866, that communication between the two countries was resumed over a new line.

The success attending the laying of this cable led capitalists to form other companies, among the more prominent of which, during the next quarter of a century, were the Franco-American, the Direct United States Cable Company, the American Telegraph and Cable Company, organized by Jay Gould in 1881 and leased to the Western Union the following year; the Anglo-American Cable Company and the Commercial Cable Company. Nearly all of the lines laid by these companies were put down by the Siemens Brothers, the English engineers, who constructed the first cable.

Previous to the formation of the Commercial Cable Company by

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J. W. Mackay, and James Gordon Bennett, the editor of the New York Herald, the Atlantic cable companies were members of a pool organized for the purpose of maintaining rates. These two capitalists believed that the time had come when an independent company could enter the lists and break down the exorbitant rates charged for the transmission of messages. That they were correct in their opinion was shown by the subsequent history of the organization which they founded.

The construction and laying by the Commercial Cable Company of two cables by different expeditions in 1884 is the most notable performance in cable work up to the present time, representing as it does over 6,000 nautical miles. At the factory where the cable was made 50 miles of cable were turned out every twenty-four hours, an unprecedented feat in manufacture. In 1894 the Commercial Company added another cable to its service, thus increasing the length of its lines to 9,085 nautical miles.

The company accomplished just what it set out to accomplish, namely, to smash the cable pool. Before its lines were established the rates were as high as \$100 for a message of twenty words. At present the uniform rate of all the companies is 25 cents a word, a special rate of 10 cents being charged for newspaper despatches. Had it not been for the enterprise and the sagacity of Messrs. Mackay and Bennett, undoubtedly the public would still be paying from \$1 to \$2 a word for its cable despatches. The speed with which messages are forwarded by an automatic machine over the commercial lines is about forty-two words a minute.

There are at present fifteen lines of cable lying on the floor of the Atlantic between America and Europe. Three of these are dead. Of the remaining twelve, nine are capable of transmitting duplex messages and three simplex messages. The twelve cables represent an investment of \$85,000,000.

The newspapers, enterprising and alert even in those days, were among the first patrons of both the telegraph and cable. James Gordon Bennett, Sr., who had founded the New York Herald a few years before, at once seized upon them as the most valuable means yet devised for the collection of news. The cost of the messages was high, but Mr. Bennett did not care for that, and spent his money liberally. The Times, the Tribune, the Sun, and the other New York papers soon followed the example set by the Herald, but they did not go quite so far in incurring expense for despatches. At first the telegraph was chiefly employed to report the proceedings



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PHOTOGRAPH BY E. J. O'NEILL

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The Commercial Cable Company of New York, which was organized in 1884 is the most notable performance of this kind. It was the first company to represent as it does the interests of the public. At the time where the cable was made no more than a few cables were in use, and every twenty-four hours, an unsatisfactory service was maintained. In 1884 the Commercial Company added another cable to its existing lines, thus increasing the length of its lines to 1,000 nautical miles.

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of Congress at Washington and the State Legislature at Albany, but gradually the service was extended to the large cities and important ports, and finally covered the country.

The improvements made both in line construction and in the instruments of transmission have greatly increased the efficiency of the telegraph. First came the duplex system in 1858, by which two messages could be sent over the same wire at the same time; then the quadruplex, invented by Thomas Edison in 1878; following this came the multiplex printing telegraph, the work of Prof. Henry K. Rowland, of Baltimore, by which sixteen twenty-word messages a minute could be forwarded. Within the last ten years instruments have been perfected by which several thousand words can be sent in the same period.

In 1848 a few New York publishers perceived the possibilities of co-operation in gathering certain classes of news. Each was paying heavily for matter that was accessible to all, and provision was made for a joint agency to cover certain routine fields.

The newspapers in the combination were the Herald, Sun, Tribune, Express, Courier and Enquirer, and Journal of Commerce. The Times, founded in 1851, and the World, in 1859, were admitted later. When editors outside of the city saw how successfully the news was gathered and distributed to the members they sought to buy the service, and thus originated the New York Associated Press. Under the arrangements made each subscriber agreed not only to pay for the general news budget furnished him, but to turn over to the association any news originating in his territory. Subsequently the Western Associated Press, covering the country west of the Alleghany Mountains, and the Southern Associated Press, covering the entire South, were established. These were affiliated with each other, and the general alliance became known as the Associated Press.

Although many rivals have from time to time entered the field, and although the Associated Press itself has undergone reorganization to meet changing conditions, it is today the greatest newsgathering bureau in the world. It is not a money making, but rather a co-operative institution established for the mutual benefit of its members.

The Associated Press operates about 35,000 miles of leased wires for the collection and dissemination of news, has a thousand employes, and receives an income of over \$2,225,000. The daily budget of news furnished to its members consists of an average of 50,000 words, or thirty-five columns of the New York Herald. The foreign news service, furnished by cable through its foreign bureau, is com-

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posed of 5,000 words. Under an alliance formed between the Associated Press and the three great European newsgathering agencies, the Reuters Telegram Company, Ltd., of London; the Agence Havas, of France, and the Continental Telegraphen Companie, of Germany, better known as the Wolff Agency, the American bureau is able to keep in instant touch with every part of the old world, as well as every part of the new.

Besides the Associated Press in the newsgathering field are the Laffan, or New York Sun Bureau; the Publishers' Press Association and the Scripps-McRae Press Association, all of which operate leased wires and furnish their members with a news service.

When it is known that each of the 22,000 daily newspapers in this country receives by telegraph and cable all the way from a few hundred to as high as a hundred thousand words a day, it can readily be seen that the press is the largest patron the companies have. The telegraph wires are the electric fingers that pick up news wherever it may be found and place it before the editors.

Few realize the extent to which the American continent is covered with wires. The Western Union operates 1,089,212 miles of telegraph and 23,120 offices. In addition to the wires owned or controlled by these companies there are thousands of miles of railway and private telegraph wires.

The introduction of the telegraph has been of enormous value to the newspapers in gathering the news in cities and their contiguous towns. The rapidity with which the industry has grown is bewildering. In 1881 there were only 29,000 miles of telegraph wire in the United States. In November, 1904, the American Telegraph and Telephone Company, the operating Bell telephone company, alone had 3,958,891 miles of wire.

It can readily be seen from the above statistics that the telegraph, the telephone and cable furnish the newspapers an indispensable and invaluable service. Had it not been for their assistance journalism would still be wearing its baby clothes. The news of today, instead of being printed today, would not appear in type until tomorrow or next week.

The relations existing between the telegraph companies and the newspapers have always been of a most friendly and intimate character. Both understand that their interests are in a measure identical, and that the prosperity of the one means the prosperity of the other. By fixing the press rate at a low figure the telegraph companies have encouraged the newspapers to extend their news service and become



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posed of 3,000 words. Under an alliance formed between the Associated Press and the three great European newsgathering agencies, the Reuters Telegram Company, Ltd., of London; the Agence Havas, of France; and the Continental Telegraphen Compagnie, of Germany, better known as the Wolff Agency, the American bureau is able to keep in touch with every part of the old world, as well as every part of the new.

Three great Presses in the newsgathering field are the Associated Press, the Publishers' Press Association and the Scripps-McClure Press Association, all of which operate leased wires and furnish their members with a news service.

When it is known that each of the 22,000 daily newspapers in this country receives by telegraph and cable all the way from a few hundred to as high as a hundred thousand words a day, it can readily be seen that the press is the largest patron the companies have. The telegraph wires are the electric fingers that pick up news wherever it may be found and place it before the editors.

How remote the extent to which the American continent is covered with wires. The Western Union operates 1,089,212 miles of telegraph and 3,120 offices. In addition to the wires owned or controlled by these companies there are thousands of miles of railway and private telegraph wires.

The introduction of the telegraph has been of enormous value to the newspapers in gathering the news in cities and their contiguous towns. The rapidity with which the industry has grown is bewildering. In 1881 there were only 29,000 miles of telegraph wire in the United States. In November, 1904, the American Telegraph and Telephone Company, the operating Bell telephone company, alone had 3,958,891 miles of wire.

It can readily be seen from the above statistics that the telegraph, the telephone and cable furnish the newspapers an indispensable and invaluable service. Had it not been for their assistance journalism would still be wearing its baby clothes. The news of today, instead of being printed today, would not appear in type until tomorrow or next week.

The relations existing between the telegraph companies and the newspapers have always been of a most friendly and intimate character. Both understand that their interests are in a measure identical, and that the prosperity of the one means the prosperity of the other. By fixing the press rate at a low figure the telegraph companies have encouraged the newspapers to extend their news service and become





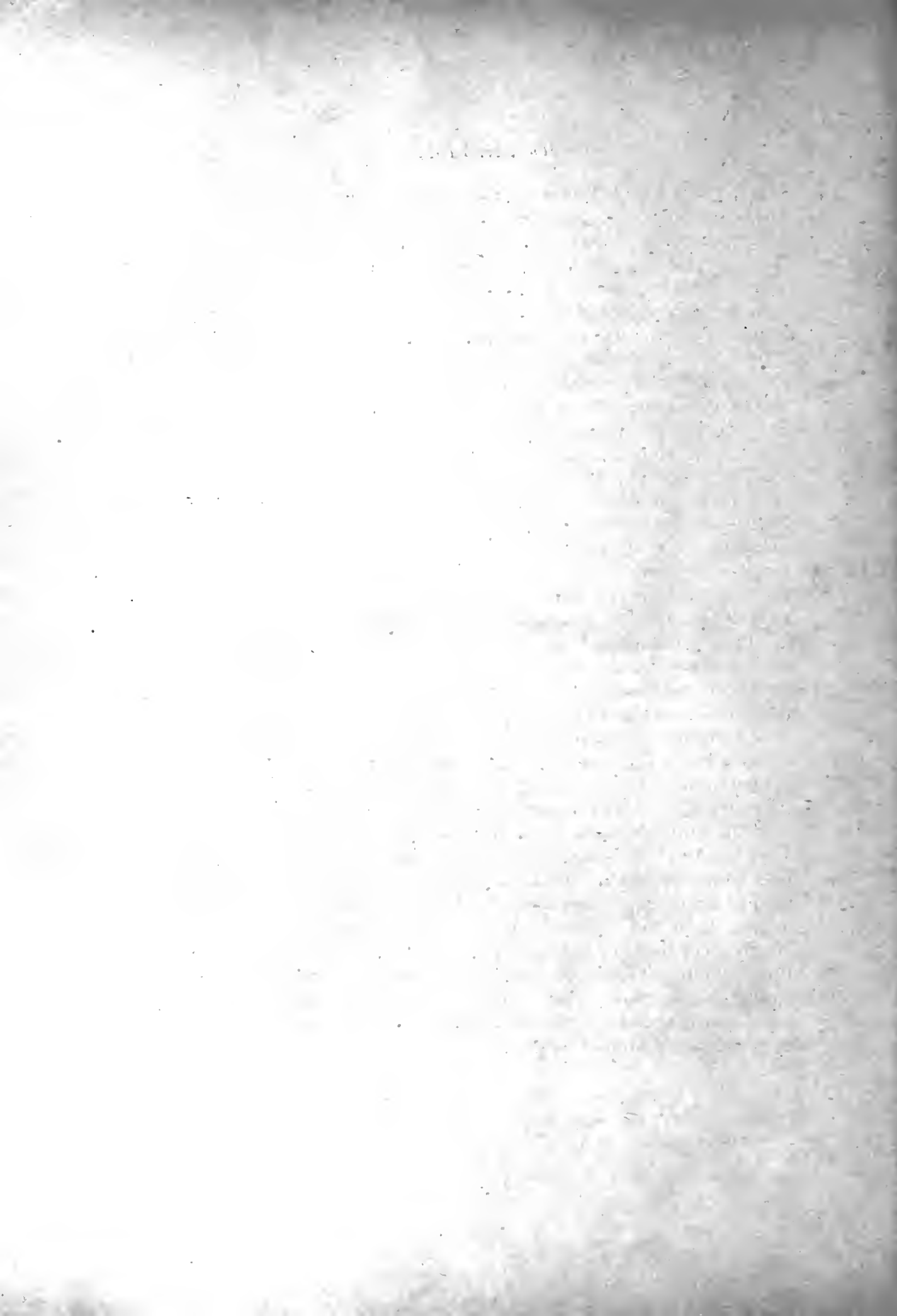
JOURNALISM

liberal patrons. The press, on the other hand, has by its financial and moral support enabled the companies to extend their lines and build up business where none had existed before.

This sketch of the history of the telegraph would be incomplete without some reference to the latest and by some considered the most remarkable development of electrical communication—wireless telegraphy. For several years before 1896, when Marconi first exhibited his system in London, the Lehigh Valley Railroad Company had established electrical communication with its passenger trains while in motion by means of induction from the wires constructed along the line. Similar experiments had also been tried abroad.

It was Marconi, however, who first worked out a system of electrical telegraphy without wires between stations widely separated from each other, which depends upon the electro-static, instead of electro-magnetic effect, in which Hertzian waves moving at the rate of 250,000,000 a second are utilized. His invention created a profound impression among scientists, who were at first somewhat skeptical of its commercial efficiency. The Italian electrician, however, soon demonstrated its practicability by transmitting messages across the English Channel. Capital was immediately forthcoming for installing the wireless system at important points. A company was formed to build receiving and dispatching stations on either side of the Atlantic, and, when these were completed, messages, it is claimed, were actually sent 3,000 miles across the sea. The system has not yet come into general use between stations located far apart because of the uncertainty of transmission, due, it is claimed, to imperfections in the instruments which have not as yet been overcome.

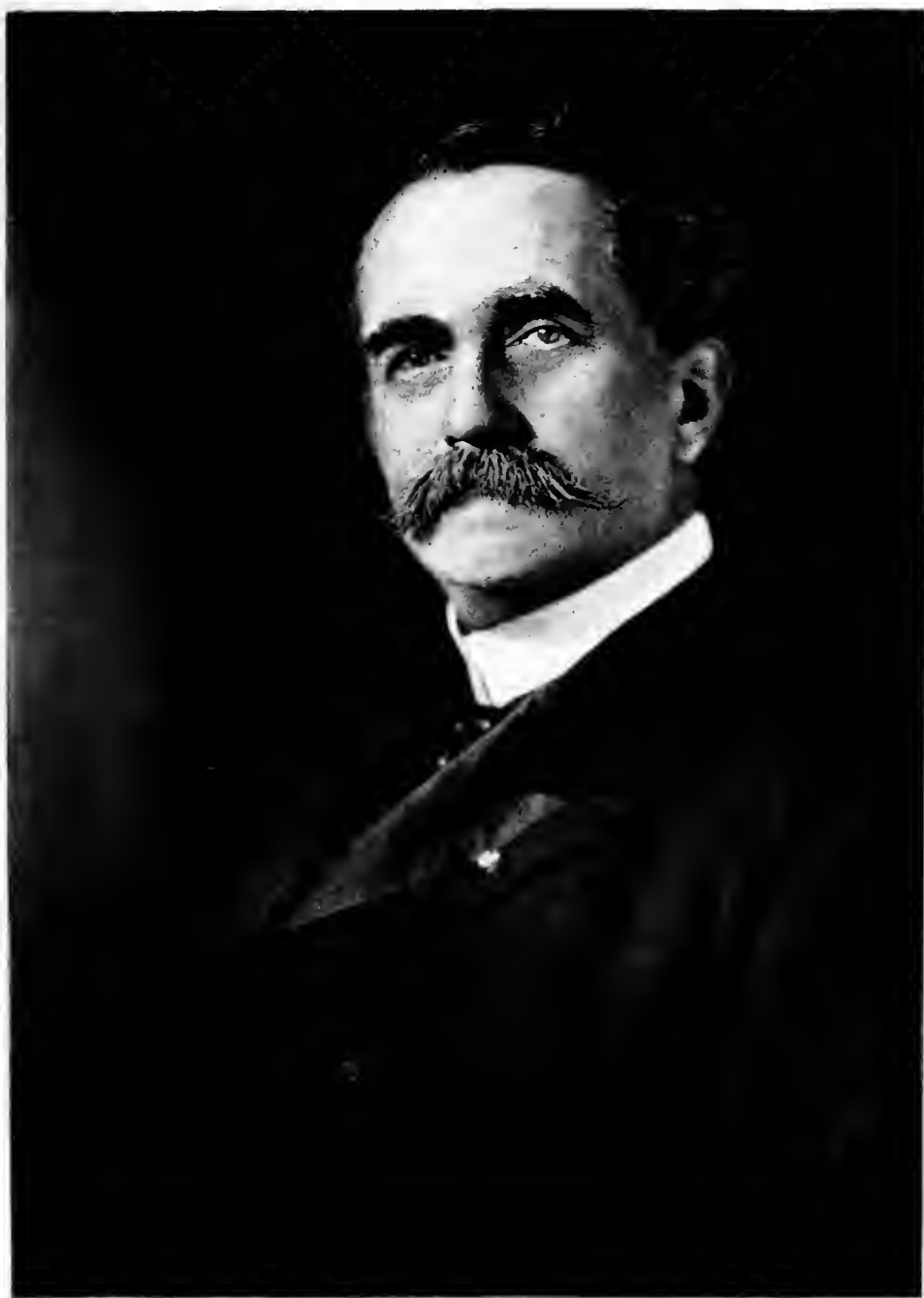
The system has been found to work admirably between stations a few hundred miles apart. The Marconi wireless telegraph has been used with signal success by the Japanese during the present war in the Far East, and for communication between steamships at sea, and between them and the shore when nearing or departing from port. Nearly all of the more important steamship lines have equipped their fleets with the wireless apparatus. The officers of several of the more popular passenger greyhounds print little newspapers daily during the voyage, giving items of news obtained from other ships, or from shore, by means of the Marconi system.





FRANK SULLIVAN SMITH

Lawyer



RAILROADS AND THE PRESS

By E. W. GAY,

Editor of Freight, The Shippers' Forum.

In what ways have the newspapers contributed to railway development, and what service are they rendering railroad officials and their employes? Had it not been for the hearty support given by the newspapers to the projectors of the first transcontinental roads they would have failed to secure the legislative and congressional aid that was then necessary to them. The editors quickly saw that the building of the railway across the prairies, the mountains and the rivers of the Far West would bring a new era of prosperity to the people of the United States. So they published articles advocating the new enterprise, and urged public spirited men to give their aid to its advancement. The whole country became interested. The public wanted the road built, and it was built.

From that day to this the press has given its support to every legitimate project that promised to benefit the people and the nation. It has criticised, when criticism was needed, the ways and means adopted to secure franchises. It has condemned the bribery of legislatures by railroad companies seeking special privileges from the State. It has stood up for the rights of the people when they were endangered by the greed and false economy of grasping corporations. It has assisted in defeating "strikes" made by public officials who sought to "hold up" reputable roads. It has exposed swindlers who have attempted to induce hard-working men and women to put their earnings into roads they never intended to construct.

There are thirty-five railway trade and technical papers published in the United States and Canada. Every department of the industry is represented by a special publication. Of the general papers the Railroad Gazette is the oldest, and one of the ablest in the field. Others are the Railway Age, the Engineering News, the Engineering Record, and the American Engineer and Railroad Journal. Then there are papers for the locomotive engineers, the firemen, the switchmen, the train dispatchers, the master mechanics, the roadmasters, the foremen and the agents. In one or two instances these special publications have a circulation as high as 40,000 copies. Most of them are well edited, carry a considerable amount of advertising, and pay good dividends to their owners. The contributions

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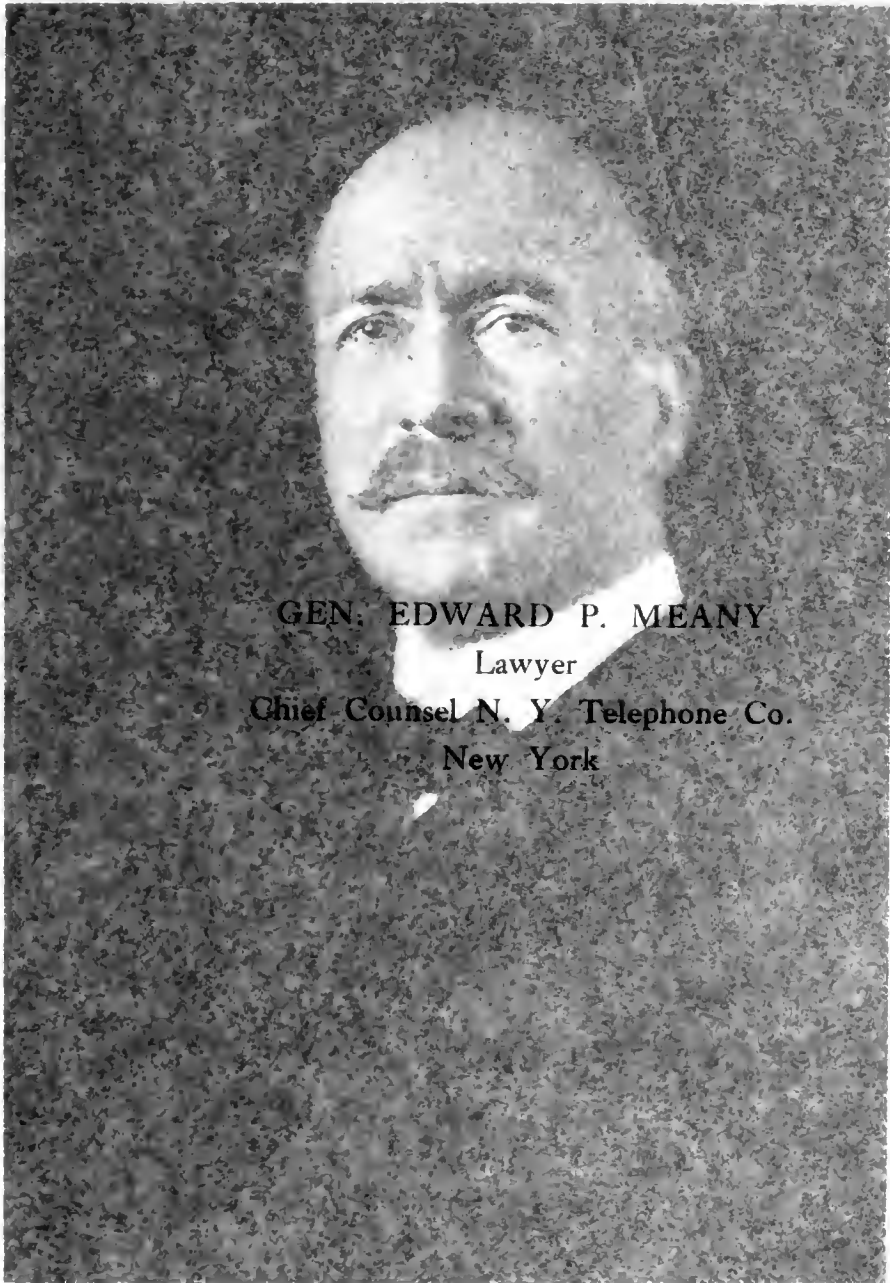
consist mostly of letters, personal items and articles on the special branch of work in which the men are engaged. The chief value of these periodicals is in creating an esprit de corps, in awakening an interest in the work, in keeping the men in touch with each other, and in advocating and protecting their rights.

The technical periodicals are not only gatherers of news dealing specially with the railroads, but present discussions, original articles and interviews on the problems that are continually arising in this great industry. Each issue contains the results of the experiences of hundreds of the ablest engineers, contractors and builders. The president of a little one horse road in the backwoods of New England finds out from its columns how to build up business and how economically to administer the affairs of his company. The chief engineer of the construction department of one of the trunk lines learns that by the application of a new method in bridge construction recently adopted by another road he can save considerable money in carrying out certain contemplated improvements. The heads of operating departments gather from its pages suggestions that make them more valuable to their employers.

The technical papers discuss accidents, their causes and prevention; keep their readers informed as to the results of experiments in the application of electricity to the operation of trains; make investigations as to the practicability of new inventions; analyze annual reports and show in what ways the railroads have progressed or lost ground during the year; print pictures of new locomotives and enumerate the improvements made in their construction; advocate reforms in office management; present new forms of keeping the records of freight and passenger traffic, etc.

All the railroad papers take great pains to secure accuracy in their news columns. No important item is printed without first verifying it. The necessity of this course is shown by the fact that when a statement is made that a road will add a certain number of cars or locomotives to its rolling stock, representatives of the manufacturers are immediately sent to the office of the company, no matter where it may be situated, to secure the order. If the item was incorrect these representatives, who, in some cases, must travel hundreds of miles, will lose both time and money. Instead of making friends of the salesmen the paper will make them its enemies.

The business tips secured from the columns of the technical press by the dealers in railway supplies are worth hundreds of thousands of dollars a year in trade.



GEN. EDWARD P. MEANY

Lawyer

Chief Counsel N. Y. Telephone Co.

New York

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ARCHITECTURE

Next to the great passenger express steamship that crosses the Atlantic in less than seven days, the most marvelous example of the constructive achievements of man is the modern skyscraper towering 500 feet into the air. Each is impressive, but in a different way.

The steamship arouses the admiration of the spectator because of its graceful lines, its embodiment of power, its luxurious appointments and the mechanical perfection of its equipment.

The skyscraper, on the other hand, is awe-inspiring. It seems almost incredible that human beings can build walls thirty stories high, bind them together with beams of steel and so adjust the weight of the entire structure that it has the stability and enduring qualities of a building only five stories high. From its roof one looks down upon the ground as from the top of a high mountain. Men and women resemble ants crawling over its surface, and the horses are like mice drawing tiny wagons.

From the first rude hut built by primitive man for the shelter of himself and his family, to this mighty mass of brick, stone and steel, is a far cry, but between the two lies the whole history of architecture. In looking over the records of this period, which cover more than five thousand years, the student is made to feel that architecture is the highest of industrial arts, and more than any other reflects the political, religious, social and æsthetic conditions of the people who contributed to its growth.

The valley of the Nile, the seat of the oldest civilization known to history, was the birthplace of historic architecture. In it was developed a race of men whose accomplishments in art, in science and in literature have been the wonder of the world ever since. Although they lived at a time when they had, so far as we know, none of the mechanical aids now employed in handling huge blocks of stone, nevertheless they reared architectural monuments of such size and magnificence that they are today regarded among the world's greatest marvels. They built the wonderful temple at Karnak, covering 420,000 square feet, in which were embodied all the characteristic features of Egyptian architecture. The pyramid of Cheops at Gizeh, near

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Cairo, the most colossal structure ever reared by man, was the work of their hands. Modern engineers admit that the problems involved in its construction would be difficult of solution even in these days of the steam engine, electrical machinery and other mechanical appliances.

Following the Egyptian came the Assyrian, Babylonian, Greek, Roman, Etruscan, Moorish and other styles of architecture that held sway for a while and then were superseded by newer forms. It is to the Greeks, however, that we owe the greatest meed of praise for what they did for art. No people ever lived who made such an indelible impression upon the architectural achievements of succeeding generations. During the age of Pericles the most superb edifices the world has ever seen were erected. The ideals of the Greeks were of the highest type, and the creations of their skill have remained until this day the most beautiful ever created by human hands.

The Greeks believed that the true mission of architecture was the adornment of their cities, and therefore they devoted all their skill to that end. The residences of the citizens were not ornamented; it was forbidden by law. Hence the genius of sculptors, painters and workers in stone and mosaic was directed solely to the beautifying of the temples, the places of amusement, the baths and other public buildings.

Fortunately for those who came after the Greeks this tenet of architectural law did not endure. People got the idea into their heads that there was no just reason why their homes should not be made beautiful also. So, in the earlier years of what are known as modern times, houses were erected in which attempts at adornment were made with fairly good results. It was inevitable that the richest treasures of art and the best skill of the architect should be employed upon public buildings, for none but national, state or municipal governments could provide the money necessary for such costly buildings. In America more than in any other country is attention paid to the housing of the people. Their homes are provided with comforts that are not to be found in the palaces of some of the aristocrats of Europe. They are adorned without and within by artists of high degree. The severe styles of buildings first erected in America have given way to the artistic and pleasing. Our cities are growing more beautiful every year, because more attention is being paid to the fundamental principles of architecture in the construction of buildings, both public and private. Our art schools are crowded with pupils who are being trained to become painters, sculptors, artists, designers and architects.

We are no longer the barbarians we were when Charles Dickens



JOURNALISM

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JACKSON WALLACE
Lawyer



JACKSON WALLACE
Lawyer





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came here to make money out of our patronage, and then went home and wrote a book in which he ridiculed our pretensions to culture. Our churches, libraries, theatres and other public buildings present evidences of the existence in America of an architectural ability of a high order. We have had attacks of the French and Italian renaissance styles of architecture. We have been influenced by the Greek, the Egyptian and the Gothic. Our forefathers established the Colonial, the only distinctly American style we have ever had. English architecture is represented by King's Chapel, Boston, built in 1749; by St. Michael's Church in Charleston, S. C., erected in 1752 in accordance with plans drawn by Gibson, a pupil of Wren. The Greek is seen in Girard College in Philadelphia, in the Custom Houses in New York and in Philadelphia. The Egyptian found expression in the Tombs Prison in New York, and in several costly mausoleums erected in Greenwood Cemetery. The Gothic is best shown in Trinity Church, designed by Richard Upjohn. The Italian Renaissance is splendidly illustrated by the City Hall, erected in 1803-5.

From all these different styles of architecture our modern workers are taking the best features, and are making new and effective combinations. Old ideas are being adapted to new conditions. Progress implies a discarding of the useless for the useful, a remolding of forms and practices.

The modern architect who makes a success of his life must be a man of varied accomplishments. His ancient predecessors worked with wood, stone, brick, marble, bronze and alabaster. Today the architect must use many more materials. In the building of large structures for business purposes he must employ steel, iron, copper, terra cotta, tiles and glass. He must have a knowledge of a dozen trades, such as carpentry, plumbing, gasfitting, mechanics, metal-working, plastering, iron-construction, tiling, mosaics, wood-working, and electric wiring for lighting and for telephoning. He must understand electrical, mechanical and sanitary engineering. He must know how to build skyscrapers, factories, tombs, houses, bridges and public buildings. He must keep watch of the markets and know what the material he uses costs from day to day. He must keep track of what his contemporaries are doing, what new buildings are projected and what old ones are to be altered or improved.

After he has been grounded in the fundamental principles of his profession and through practice has acquired a working knowledge of their practical application, he must call to his aid the newspaper and technical press to secure business and give him the information he

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needs in doing his work. State legislatures and city councils make frequent changes in the building laws. It was not very long ago that the erection of wooden buildings on Manhattan Island was made a criminal offense. In protecting the city and its inhabitants against fires, new ordinances are continually being adopted. The first fireproof buildings erected in New York were Cooper Union, Harper & Brothers' printing establishment and the New York Historical Society's library in Second avenue. Twenty-five years ago there were not more than fifty fireproof structures in the city. Now every building more than eighty-five feet high must be constructed of fireproof materials.

The only way the architect can keep track of these changes is through the newspapers or the technical journals. If he does not read them carefully every week he is liable to make errors that will cost thousands of dollars.

In preparing estimates for a piece of work it is highly important that the architect should have at his elbow the latest market reports showing the prices of building materials, which sometimes fluctuate alarmingly without apparent cause. If he base his estimates upon the figures of a month ago he may lose a valuable contract. Here the newspapers come to his aid by providing the quotations each day.

The architect is a very busy man, and hence can read only a few of the daily newspapers for business tips. The technical press performs this service for him. Every week it presents lists of projected new buildings and of alterations or improvements that are to be made in old buildings, from which business may be obtained, besides a mass of general information which cannot but be of valuable service to him in various ways. No man, however active he may be, can keep track of what is going on in his own profession without the aid of these papers.

The periodicals devoted to architecture and building in America now number forty-two. Some of the best known and most widely circulated are the *American Architect and Building News*, of Boston; the *National Builder*, of Chicago, and the *Architectural Record, Architecture, Carpentry and Building, American Homes*, and *Shoppell's Modern Homes*, of New York.

Several of these periodicals are beautiful examples of the art of typography, and are well filled with advertisements.



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The only way the architect can keep track of these changes is through the newspapers or the technical journals. If he does not read them carefully or if he is unable to make errors that will cost them and not himself.

In preparing estimates for a piece of work it is highly important that the architect should have at his elbow the latest market reports showing the prices of building materials, which sometimes fluctuate alarmingly without apparent cause. If he base his estimates upon the figures of a month ago he may lose a valuable contract. Here the newspapers **JOHN GARDNER** providing the quotations each day.

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FINANCE

New York city is today the money centre of the world. Yesterday it was London. Tomorrow it may be—but who can tell? Whether this metropolis will continue to hold the proud position it has achieved without special effort remains to be seen, but the indications are that from now on its domination in finance and in commerce will remain undisputed.

London has heretofore ruled the realm of finance. Its supremacy has been unquestioned. But with the advent of the Boer War in 1900, which called for an expenditure by the British Government of a million dollars a day to maintain its troops in the field, came its decline in power and influence.

For the first time in a century and a half a British government loan was offered directly to the foreign markets. Instead of English capital rallying, as was expected, to the support of the London market, England became a borrower of the hoards of the Paris brokers. The extent of England's decline is shown by the fact that during the present summer the London bank reserves were frequently far below those of New York.

Up to the breaking out of the Transvaal War London had only to raise its bid a fraction to attract to itself from other foreign markets all the gold it needed. This year the case is different, and her financiers have had to beg for favors which were formerly tendered them unsought.

New York's supremacy as a money centre is shown by its enormous bank balances, its tremendous sales of stocks and bonds, and by the location here of the greatest of all trust and corporate institutions. Here the most colossal consolidations of industrial enterprises have been effected; here new railroad companies are born, and here plans are formulated which require for their fulfillment the expenditure of millions of dollars. Money is a commodity that is dealt in like wheat or corn. It is carted through the streets in boxes, in kegs and in bars. The men who engineer the great deals, who float the large issues of bonds, who dictate the policy and management of the trunk lines of transportation, who manipulate stocks and bonds for personal gain,

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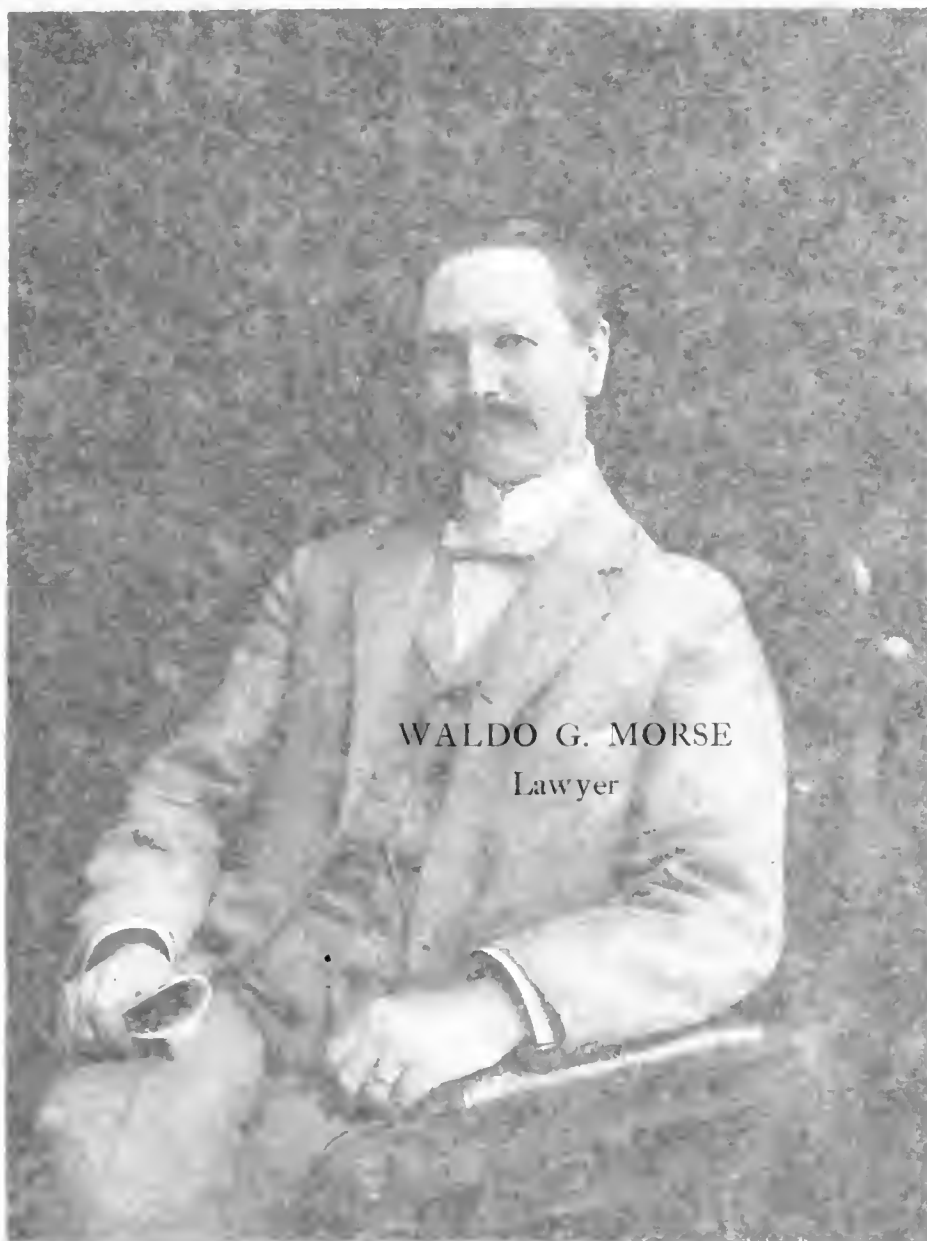
live in an atmosphere tingling with the dynamic force of nervous excitement. They breathe, eat and drink money, and when they go to bed at night it is only to dream of gold.

New York's superabundance of wealth attracts to it the great borrowers of the world. Only ten years ago we were obliged to go abroad to get the capital with which to build our railroads, and to find a market for our Government and industrial bonds. Now we are not only selling nearly all our securities at home, but we have bought back and now hold the stocks and bonds formerly held by foreign investors. We have so much money that we are obliged to seek investments in Europe and the Far East. The great powers come to us for loans, and within a decade we have taken up millions of bonds put out by Russia, by Japan, by Germany and by England. The United States is today the most independent of countries, for it can not only adequately provide all the necessities and practically all the luxuries of life for its own inhabitants, but also for those of a large part of the rest of the world.

When the London Stock Exchange closes in the afternoon the New York Stock Exchange is just beginning business for the day. Formerly the English brokers shut up their offices and went home a few minutes after the last sales were made. Now they no longer dare to do so. They feel that they must remain until 5 o'clock in order to see what New York will do to the market. Instead of being the dictators of prices, the Londoners now find themselves following the lead of the Americans.

The part played by the newspaper press of the country in bringing about this change is well known and fully appreciated by the financial world. Nowhere else do the newspapers take such a vital and helpful interest in the stock market. Each of the metropolitan dailies has from one to four reporters of exceptional ability and ingenuity in Wall Street, watching the market and gathering the news concerning the companies whose stocks and bonds are dealt in by the Stock Exchange. They analyze reports, show up fraudulent enterprises of various kinds and print personal news concerning the men on the Street.

Every day these newspapers publish from one to two pages of financial news, mainly upon the condition of the market. In them are recorded the sales made by the Stock Exchanges of Boston, Pittsburgh, Philadelphia, Baltimore and Chicago, in addition to those of the local exchange. The news thus presented must be accurate, because upon its accuracy depend transactions involving millions.



WALDO G. MORSE
Lawyer

MRS. T. L. 117

ALBANY, N. Y.

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live in a happy way, struggling with the dynamic force of nervous excitement, able to buy and drink money, and when they go to bed at night they dream of gold.

the influence of wealth attracts to it the great
In a few years ago we were obliged to go
to Europe to build our railroads, and to
buy foreign and industrial bonds. Now we are
secure at home, but we have bought
bonds formerly held by foreign in-
vestors, so that we are obliged to seek in-
vestment in the East. The great powers come to
us, and we have taken up millions of bonds
issued by Germany and by England. The
United States is independent of countries, for it can not
be dependent of necessities and practically all the luxu-
ries, but also for those of a large part

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and of the newspaper press of the country in bringing news well known and fully appreciated by the financial community. Due to the new papers take such a vital and important position, the work of the metropolitan dailies is not only of great importance, but of exceptional ability and ingenuity. Wall Street, with all its market and gathering the news concerning the companies whose stocks and bonds are dealt in by the New York Exchange. The analysts' reports, show up fraudulent enterprises, and furnish personal news concerning the men on the

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NY PRESS CLUB.

PHOTOGRAPH BY G. G. G. NY.



JOURNALISM

It is gathered by trained and expert reporters in all parts of this country and in the Old World, and is sent by the Associated Press to the daily newspapers in 700 cities. The closing prices of the leading stocks dealt in by the New York Stock Exchange today will be known tonight in the Colorado mining camp, as well as in Seattle, in New Orleans and in Yokohama. Think of the millions of people who daily watch the rise and fall of stocks in the New York markets, and you may get some idea of the influence this metropolis exerts in the world's affairs.

The incorruptibility of the press is the chief source of its strength. Hence the public has learned to rely upon the statement of facts daily presented. When any one of the representative newspapers of this city makes an assertion concerning the stock or the bonds of a railroad, it carries weight because the public believes it to be the impartial view of a representative and trustworthy journal.

Men who are engaged in shady financial schemes, and others who use underhand methods in dealing with the public, find fault with the press. They declare that the reporters are too officious, that they publish statements that are not true, or make public facts that should be suppressed, and, finally, that they hurt their business.

On the other hand those brokers who are engaged in legitimate business say that the newspapers are their strong support, that the information they furnish is surprisingly accurate, and that the service rendered both to brokers and public is simply invaluable.

The most reputable bankers in the Wall Street district freely admit that much of the success they have attained is directly due to the free advertising and voluntary aid given them by the newspapers. For this reason the accredited representatives of the newspapers who cover Wall Street are welcome visitors in their offices. Sometimes they may think that the reporters are too persistent in running down rumors of projected schemes or deals, and are too inquisitive in making their investigations, but they realize that the newspaper men represent the great public upon which the brokers must largely rely for their patronage, and that it is only natural that they should wish to find out all they can.

These financial reporters enjoy the confidence of the Wall Street magnates. They are often given information which, if prematurely published, would upset the market and bring dire disaster to thousands of investors.

The only outsiders who give the brokers serious trouble are the blackmailers and grafters, and those reporters who are sent to Wall

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Street to do "specials" or to take the place of the reporters who regularly cover the district. The latter, not being acquainted with financial affairs or the men who conduct them, make all sorts of mistakes, not through wilfulness but through ignorance.

The value of the service rendered by the newspapers to the bankers and brokers of Wall Street was clearly demonstrated at the time of the organization of the United States Steel Corporation. This gigantic industrial combination of a dozen or more companies engaged in the manufacture of steel was formed in 1901 through the instrumentality of J. Pierpont Morgan, with a capital of \$1,500,000,000. A few years previous the organization of such a company would have been considered chimerical, and the floating of its stock an impossibility.

The newspapers took up the subject as a matter of news, for the whole world was interested in the project. They published hundreds of articles upon the steel industry, and showed that the new corporation represented the greatest aggregation of capital ever gotten together. They called attention to the fact that the United States, because of its universal wealth in coal and in iron, and its superior transportation facilities, was destined for generations to come to control the markets of the world. They published lists of those who were behind the corporation—lists that included the names of the wealthiest capitalists and the most distinguished business and professional men in the country.

These articles were read and digested by all classes of people; by the wage earners, the small shopkeepers; by widows having small incomes; by retired business men, and by those who had large amounts of capital at their command. The people were unanimously of the opinion that the stock of such a corporation was a gilt edged investment, and so when it was offered on the New York Stock Exchange there was an unprecedented demand for shares. According to the last published report of the corporation 80,000 persons hold United States Steel stock.

Without the aid of the press the promoters of this great corporation could not have floated its stock in ten years, or even longer. The only other way in which investors could formerly have been approached was by the use of circulars, the ineffectiveness of which as business getters has long since been demonstrated. Think of the cost, the delay and the annoyance of such a course! The common people, upon whom, after all, financial enterprises are obliged to depend for their success, could not be reached effectively by a handbill campaign.



EDMUND L. BAYLIES
Lawyer

JOURNALISM

Street to do "specials" or to take the place of the reporters who regularly cover the district. The latter, not being acquainted with financial affairs or persons who conduct them, make all sorts of mistakes, not through wilful error but through ignorance.

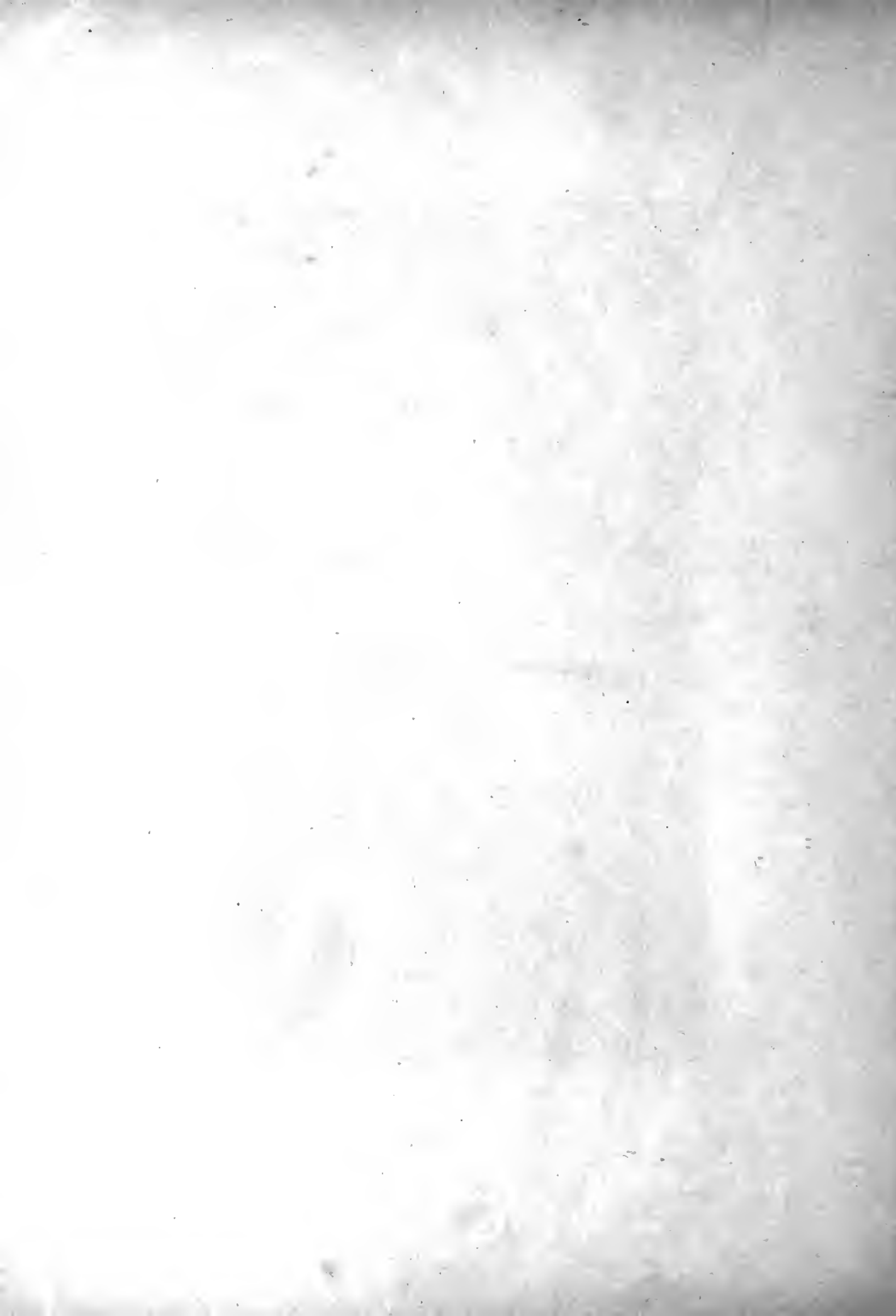
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Again, the financial policy of the United States Government is largely shaped by the newspapers. No administration would dare to propose and carry out a banking scheme to which the great dailies of the country were opposed. The truth of this proposition was shown in 1895, when President Cleveland made a contract with a syndicate of bankers headed by August Belmont and J. Pierpont Morgan to purchase 3,500,000 ounces of gold at 17.80441, to be paid for by the delivery of \$62,312,400 of 4 per cent. thirty year bonds, to relieve the United States Treasury of its embarrassment due to a lack of gold to meet its obligations.

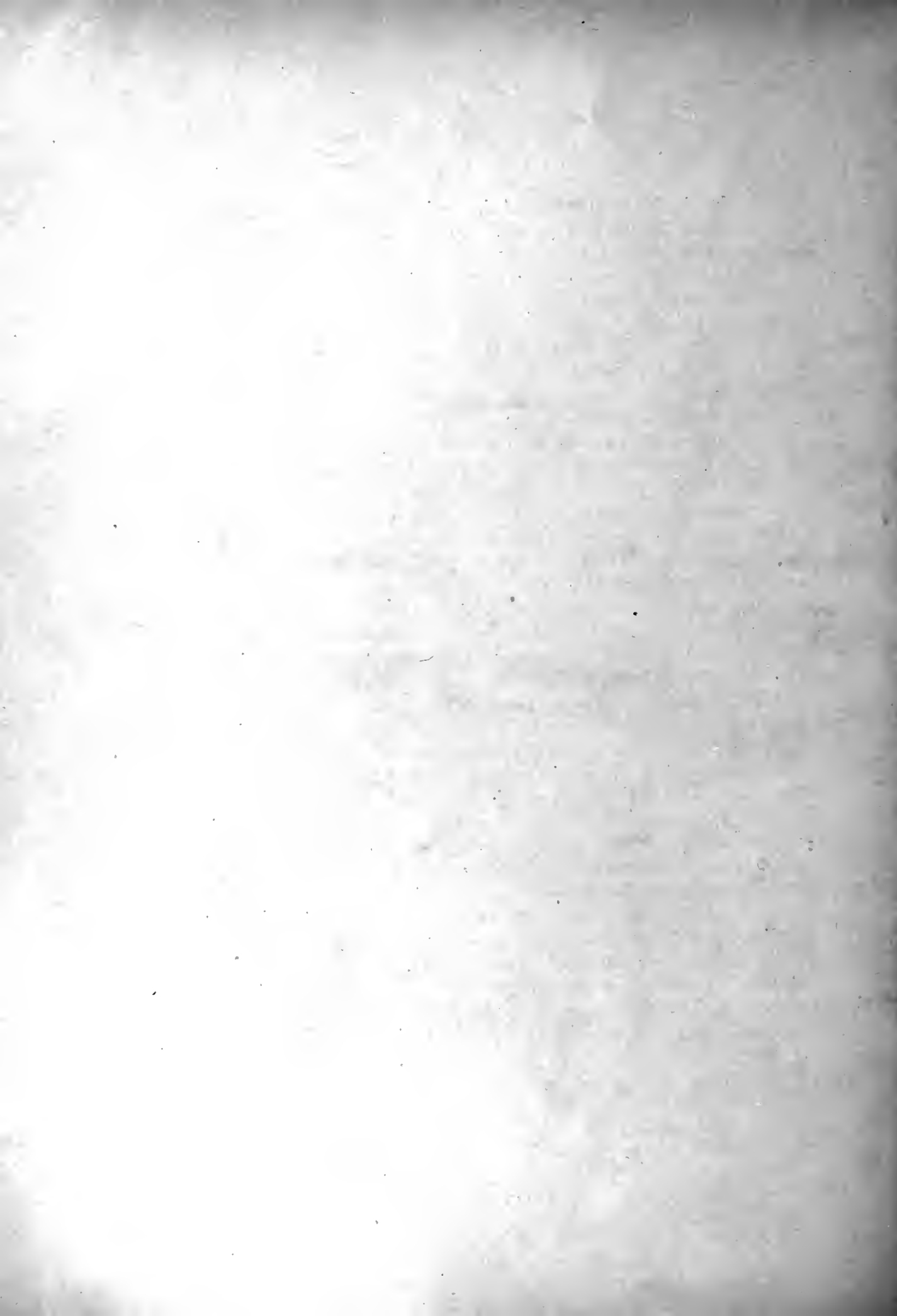
The newspapers, headed by the New York World, bitterly attacked the administration for entering into a secret contract with the syndicate for the purchase of the gold, instead of calling for bids and giving the general public an opportunity to respond. They showed that the bonds were sold in Europe at £227 per 1,000, and in the United States at 112¼, and that the profits made by the syndicate were in the vicinity of \$8,000,000.

Although this latter statement was denied by Mr. Belmont, it was generally claimed that the deal was exceedingly profitable to the bankers. But whatever the amount made, the World maintained that the gold had been purchased at a price far in excess of what it could have been obtained in the open market.

The result of this agitation was the adoption by Congress of an amendment to the Sundry Service Bill, prohibiting secrecy and providing that bonds shall be offered the public for a period of not less than twenty days before other efforts are made to dispose of them.

The following winter, when Congress authorized the issue of \$100,000,000 4 per cent. thirty year bonds, no difficulty was experienced in disposing of them to the general public on terms distinctly advantageous to the Government.

The influence exercised by the press in the world of finance is invariably healthful. It keeps the capitalist thoroughly informed as to crop and weather conditions in different parts of the country. It brings to his office the most vital information concerning the railroad and other properties in which his money is invested, and puts him in touch with the throbbing pulse of the great business world.



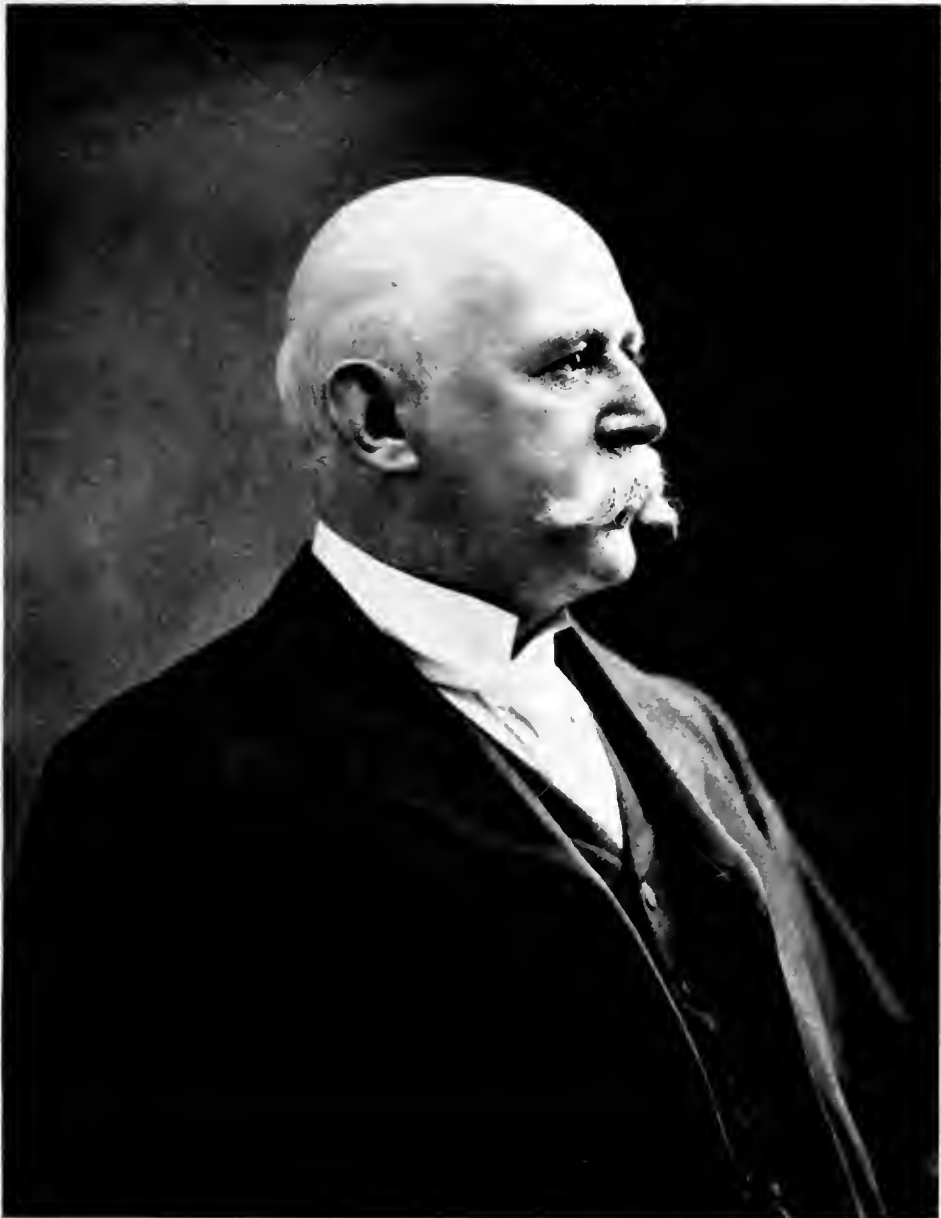


MR. J. M. JACOBS
of Jacobs & Co., Engineers
Chief Engineer of the New York and New Jersey
Tunnel and the New York and
New Jersey Tunnel

NY 12552 C

PHOTOGRAPH BY JACOB JACOB

Long Island Tunnel
Tunnel and The Pennsylvania, New York and
Chief Engineer Pennsylvania, New York and New Jersey
of Jacobs & Davies, Engineers
CHARLES M. JACOBS



N.Y. PRESS CLUB

PHOTOGRAPH BY E. EDLOR CO. N.Y.

ENGINEERING.

Away down in the wilds of Texas, a hundred miles from the nearest town, a young engineer was engaged in installing a mining plant. He had received and his assistants were erecting the machinery to be used underground—the pumps, the drills, the ventilating fans and the electric motors that were to operate them. The work was the first big contract he had tackled since he left the university, and he felt that his future, in a large measure, depended upon his success in carrying it through.

Suddenly he was confronted with a serious mechanical problem that puzzled him. He had never come across anything like it before, either in the text books or in his experience. He bent all of his energies to its solution, but still it baffled him. There were no other engineers in that part of the State whom he could consult. The nearest telegraph station was seventy-five miles away. Absence from his post, even for a day, meant delay in the work and the enforced idleness of a large gang of workmen. What should he do?

He lay awake all night thinking about it. Every way he turned a high stone wall, unscalable and without an opening, seemed to bar his progress. He hated to confess, even to himself, that he was at the end of his resources, but he knew it was true.

When morning dawned he arose from his sleepless couch thoroughly disheartened and desperate. The foreman, noting his haggard appearance, told him that he was working too hard and that if he was not more careful of himself he would break down.

Late in the forenoon one of the men belonging to the camp arrived with the mail from the nearest post office, half a day's ride distant. Among the newspapers and periodicals contained in the package was a copy of a New York engineering weekly, to which the engineer was a regular subscriber. The latter picked it up, mechanically tore off the wrapper and glanced through its pages. He was about to throw it aside for further examination when he had more leisure when his eye fell upon an article that riveted his attention. As he read down the column it suddenly dawned upon him that

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the writer was describing the very problem he had in vain tried to solve. In a moment its solution was within his grasp. With a "hurrah!" on his lips and joy in his heart he dashed out of his tent, summoned his assistants and told them how to overcome the difficulty they had encountered.

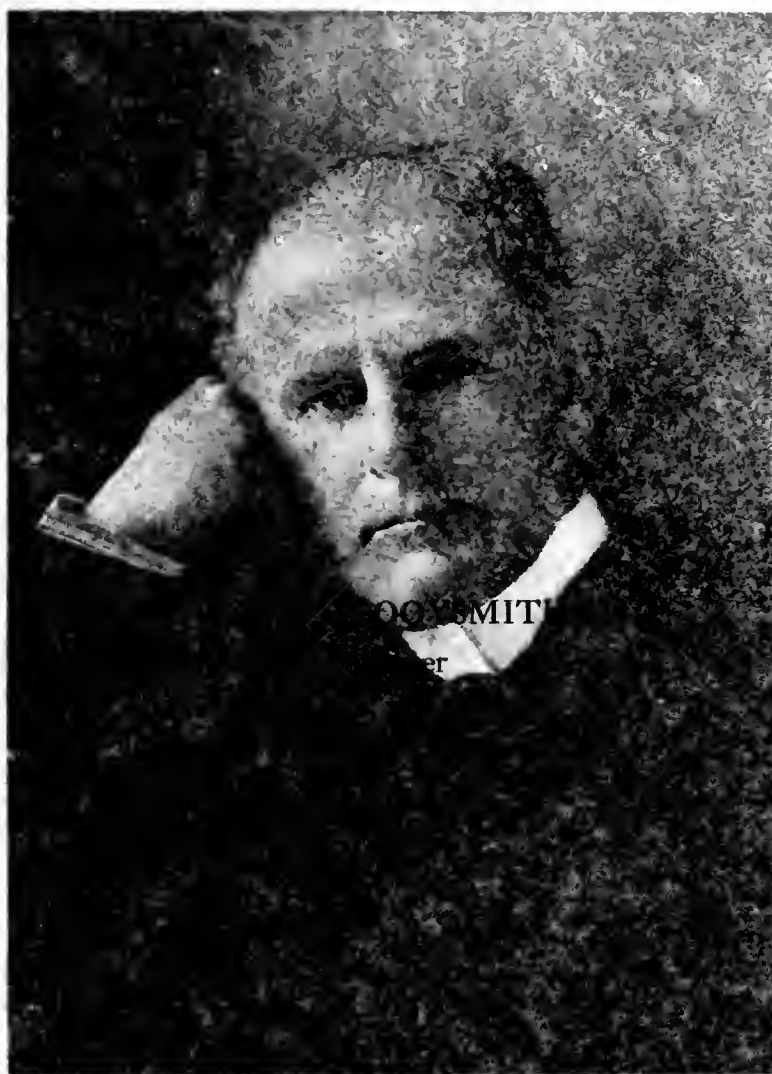
Mr. T. A. Rickard, editor of the Engineering and Mining Journal, of New York, last summer made a trip through the Lake Superior mining district, in the course of which he visited the big copper smelters at Houghton, Mich. When the superintendent who showed him over the plant learned who Mr. Rickard was he pulled from an inside pocket of the rough working clothes he wore a note book filled with closely written entries and, handing it to his visitor, said:

"You will find in that book the most important data contained in the articles on smelting you have published in your paper during the last six months. Hardly a day passes that I do not make use of the suggestions contained therein in my work. They have already been the means of saving thousands of dollars in the operation of this plant."

The above are only two out of hundreds, if not thousands, of instances that might be cited to show how the technical or trade press helps the engineering and mining industry of this country. Few persons outside of the profession have the faintest conception of the value of the service thus rendered. To those engaged in it the papers furnish what is practically an extension of a college or university training. They keep them informed of what other engineers are doing; of the results of experiments conducted for the purpose of economizing time and labor in performing certain kinds of work; of new ways of solving old problems; of the great enterprises that are being carried through in different parts of the world.

The man who does not read at least one of the leading technical journals devoted to his line of work is seriously handicapped by his ignorance when he attempts to compete with those who do. His estimates of cost of construction, for instance, are certain to be higher than those of engineers who are acquainted with up-to-date methods.

In no other business is the reading of a technical paper more important than in engineering and its allied trades. The changes in practice, in machinery and in processes are made so rapidly that one finds difficulty in keeping track of them even with the assistance of the trade press. The fate that befalls the technical books that are pub-



BOO SMITH

er

NY PRESS CLUB

PHOTOGRAPH BY J. COLDFEONE

JOURNALISM

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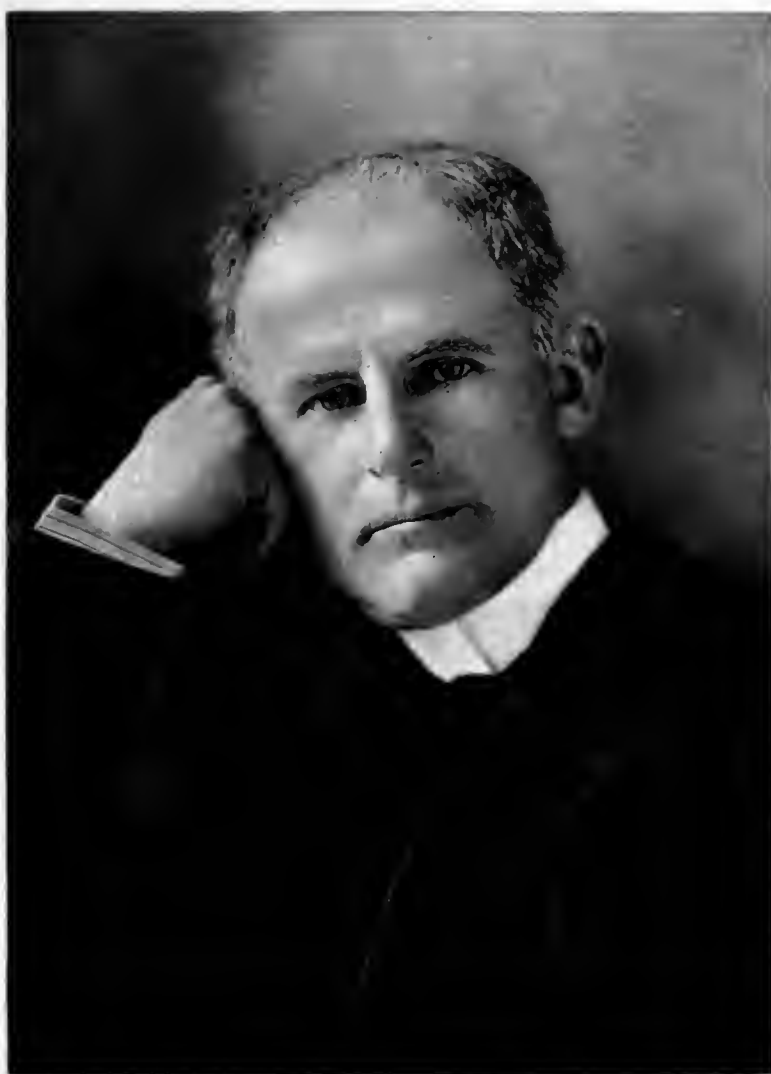
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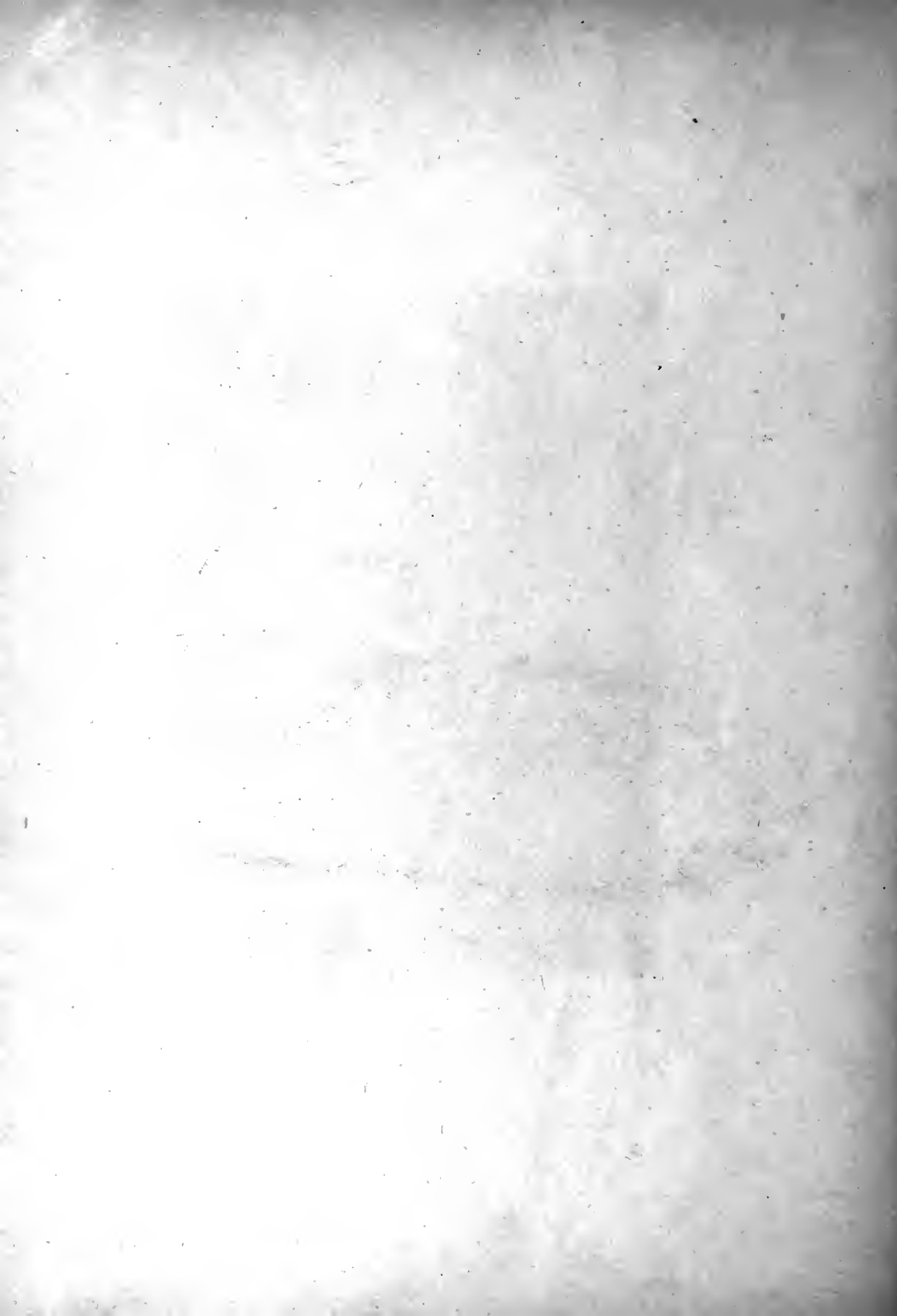
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NY PRESS CLUB

PHOTOGRAPHIC & COLOR CO. N.Y.



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lished emphasizes this fact. A work on engineering that is ten years old is hardly worth reading, while one twenty-five years old is only valuable as a curiosity or for purposes of comparison.

The periodicals devoted to engineering fall naturally into the four divisions of the general subject—civil, mechanical, mining, and electrical. The *Engineering News*, edited by Charles Whiting Baker and published in New York, is the leading high class paper covering all of the divisions. It gives special attention, however, to civil engineering. The *American Machinist*, of New York, is probably the most prominent publication devoted to mechanical engineering. The *Engineering and Mining Journal* divides with the *Colliery Engineer*, of Scranton, Pa., the chief honors in representing mining engineering. In the electrical engineering field there are several papers of commanding importance, the *Electrical World* and *Engineer* occupying first place.

The managers of these papers spend money liberally to secure the best there is in their respective fields for their readers. The pay-rolls of at least two of them are as heavy as were those of some of the daily newspapers a few years ago. News is collected by mail, by telegraph and by cable.

As the readers of the technical and trade papers want fresh news the element of time is an important factor in these publications. On November 2, 1904, a reservoir burst at Winston-Salem, N. C., and destroyed the lives of nine persons. Within a few hours after the accident had occurred the editor of the *Engineering News* sent a telegram to a correspondent in the South requesting him to visit the place at once and report on the causes. The results of his investigation were printed in the next issue of the paper.

If a bridge across the Firth of Forth, in Scotland, collapses, or an explosion in a Colorado mine kills hundreds of workmen, the engineers here want to know all about it at once. They do not look for anything further than the telegraph announcement of the disaster in the daily papers, but they do expect to find full particulars in the engineering papers, and they are not usually disappointed.

The editors are necessarily professional engineers of the best type, for they must not only be able to judge of the merits of the technical articles contributed, but they must also be able to prepare articles themselves on any phase of engineering that may seem desirable. They must have practical as well as theoretical knowledge of the subjects discussed and have the ability to express their ideas in language that may be readily understood by their readers. Such men

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command large salaries and retain their positions from year to year without fear of the blue envelope.

The circulations of the engineering periodicals are not large when compared with those of the daily papers. Probably there is not one that exceeds fifteen thousand. It must be remembered, however, that, at a conservative estimate, every number has a dozen readers. Copies may be found in the shops, in mining camps, in libraries, in club reading rooms, in offices, and in factories, where they are passed from hand to hand for perusal. Sometimes three or four men club together to take a paper, which each reads in turn.

It is the quality of the circulation of the high class engineering weekly that gives it its value. Out of ten thousand copies sent out by one publisher more than one-half go to working engineers who, in the course of a year, spend hundreds of millions of dollars for labor and materials. From an advertiser's standpoint such men are the most valuable class of readers they can reach. Hence from thirty to one hundred pages of an engineering paper are filled with the announcements of the manufacturers of machinery, wire, cement, structural iron and steel, brick, hardware, electrical supplies, etc.

In discussing the men who read his paper the editor of one of the best said to the writer:

"Engineers, as a rule, are isolated from each other. They are few in number and are widely scattered. For this reason they do not have a chance to get together, except in the larger centres, to compare notes and exchange ideas. To them, therefore, the technical journal is a guide, counsellor and friend. It weekly brings to him the best information he needs in his work. It gives him a list of the new books that will help him, calls his attention to the latest inventions in machinery, gives him advice on knotty problems, and encourages him to make known to the other members of the profession what he has discovered of interest in his own practice.

"If an engineer is not able to get from \$500 to \$5,000 worth of utility out of our paper in a year he is not alive to the value of the information we furnish. As the result of the publication last year of a series of articles on pyrite smelting several of the largest smelters in the country have changed their methods of ore treatment and thus materially reduced the cost of the output. The most satisfactory process for the reduction of gold ores, the cyanide, yet discovered was brought to the attention of the engineers by the trade press only a short time ago."



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MONEY IN PRESS CLIPPINGS

BY FRANK A. BURRELLE,

Chairman of the Board of Trustees of the N. Y. P. C.

The desire to know things was implanted in the brain of the first man created by the Almighty and has remained, during the thousands of years his descendants have inhabited the earth, one of the chief characteristics of the human race.

All progress has for the keystone of its foundation this inborn and inherited thirst for knowledge. It has been the inspiration of scholars, of explorers, of statesmen and of the pioneers of commerce and industry. It caused the merchants of Tyre and Sidon to send their ships beyond the Pillars of Hercules. Combined with a love of conquest, it led Julius Cæsar to cross the Alps with his victorious legions, and Columbus to brave the terrors of unploughed seas and discover a new world.

The historian has always followed close at the heels of progress. His sources of information in the early days were meagre and often unreliable. Soldiers returning from the wars, sailors back from voyages to unknown lands, travelers from distant cities, couriers of the emperor, and governors of outlying provinces were the chief contributors to his supply of material. The collection of data was so costly that only men of wealth could afford to become historians.

The publication of the *Acta Diurna Urbis* in Rome, the precursor of the modern newspaper, was the first attempt made to present the news of the day in written form. The invention of the printing press, and movable type by Gutenberg in 1436, still further contributed to the preservation and diffusion of knowledge. Through the application of the highest grade of mechanical skill to the perfecting of the printing press and the concentration of the best efforts of learned men upon the editorial development of the newspaper, the modern newspaper office was made possible.

While it was an easy task to keep track of matters recorded in the public press when there were only half a dozen newspapers pub-

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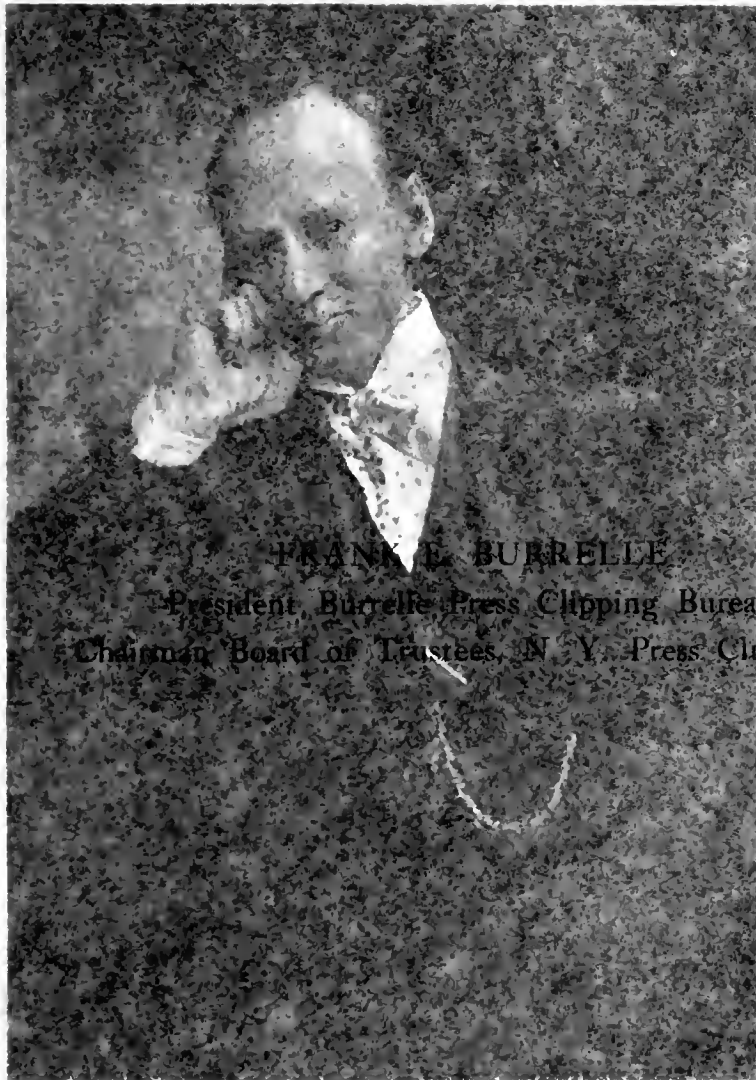
lished in cities far distant from each other, later, when the number had increased to thousands through the enterprise of modern editors, it became an impossibility. No living man, be he historian, business man or scholar, could begin to read one-hundredth part of the papers and periodicals turned out by the presses. He was literally swamped by the number poured in upon him.

It was at this point that M. Cherie, a wideawake Parisian, in 1879 conceived the idea of establishing a bureau to read the papers for such special information as men in different professions and businesses might want. He employed a corps of persons to carefully examine the newspapers and other periodicals and clip therefrom items that would be of value or interest to his clients. Artists, who were his first patrons, wanted him to furnish them all the articles, critical and otherwise, published in the Parisian journals concerning the works of art at the exhibitions and the studios. They were so well pleased with the service of M. Cherie's bureau that they told their friends engaged in other occupations, and in a short time the news bureau had all the work it could attend to.

The first clipping bureau in the United States was established in New York in 1886. Within the next three years similar institutions were opened in Chicago and in Boston, and they are now to be found in many other large cities. There are at present twenty-five in this country.

The largest of these read practically every newspaper published in the United States and clip therefrom such items as are ordered by their customers. Clipping bureaus have become such important aids to business and professional men that it would be difficult and tremendously expensive to get along without them. Before they were established every newspaper was obliged to employ an exchange editor to cull news stories and other important data from the many publications sent them; now this work is almost entirely performed by the clipping bureaus. The trade and class newspapers, of which there are thousands, depend upon them for the bulk of the technical news they print.

The newspapers are the richest mine of information on all sorts of topics that can be found anywhere in the world. The truth of this statement was recognized long, long ago; but it was a press clipping man who first conceived a feasible plan for making this information available. The managers of the several bureaus have been compelled to spend a great part of their time in teaching people how to use to the best advantage the material they furnish. That



FRANK E. BURRELLE

President, Burrelle Press Clipping Bureau

Chairman, Board of Trustees, N. Y. Press Club, 1905

JOURNALISM

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NY PRESS CLUB

PHOTOGRAPH BY C. COLDFEET, N.Y.



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they have been successful in their efforts is shown by the fact that there are, both here and abroad, many business men who in the largest possible measure owe their wealth and position to the assistance they received from press clippings.

While this industry had its origin in the desire of men to find out what the newspapers had to say of them and their work, and while a considerable portion of the orders still received are of this character, it is as a business assistant that the newspaper clipping bureau today performs its most important service. To enumerate all the ways in which press clippings help business men would require more space than is at my disposal in the present article. The following are a few of the typical instances:

The bureaus furnish contractors with lists of persons who are to build new homes, office buildings or other structures; office supply dealers with the names of those who have leased new quarters; manufacturers of infant foods with lists of births; furniture and grocery men with the names of newly married couples; bridge builders with information concerning proposed municipal, town or railroad bridges; badge manufacturers with lists of new clubs, entertainments, picnics, balls, political conventions and celebrations; business houses with names of hotel arrivals; bankers with lists of new issues of railway, municipal and industrial bonds.

They also supply insurance companies with the names of persons injured by accidents; makers of artificial limbs with the addresses of those who have had arms or legs amputated; dealers in monuments with lists of deaths.

The surety companies receive lists of daylight burglaries of banks, embezzlements and forgeries; publishers of school books are furnished the names of new schools, teachers and trustees; fire insurance companies are supplied with lists of all fires in the United States; dealers in patent medicines are sent the names of persons suffering from consumption, kidney disease and rheumatism; elevator manufacturers are given the names of persons who are to erect new buildings.

Writers for the magazines, authors and editors frequently appeal to the clipping bureaus for special information to aid them in the preparation of articles. Detectives and others in search of missing persons sometimes seek to trace them through these same organizations.

Of course, the value of press clippings depends upon the way they are used by business men. Contractors, manufacturers and sup-

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ply men often send their representatives direct to the person or concern whose name has been furnished to solicit business; but in most cases the lists are used for circularizing purposes only. The reason why some firms fail to get good results is because the letters or circulars they send out are not convincing or because they do not employ carefully thought out "follow up" systems.

One of the most important branches of a bureau's work is the preparation of scrapbooks and memorial albums. When Admiral Dewey returned to New York after his brilliant victory in Manila Bay he was presented by the Maritime Exchange with a magnificently bound scrapbook containing practically everything that had been printed about him during the Spanish War, the total cost of which was \$3,100. The volume is now on exhibition at the Smithsonian Institute in Washington. On the demise of the late Senator Hanna, of Ohio, a New York bureau collected 8,000 articles bearing upon his life and career, which, together with the letters and telegrams of condolence received by the family, were inserted in twelve large and beautiful volumes that are now a most cherished heirloom of the family.

It can be readily seen from the above facts that a properly conducted press clipping bureau is a most important institution. To be successful it must be conducted by a man of brains, originality and perseverance; one who possesses unusual capacity for detail and who can constantly devise and execute new schemes for making his establishment and service of use to his fellow men.

INDUSTRIAL PROGRESS

BY FRANK LEROY BLANCHARD.

Industrial development reaches its highest level under a democratic form of government. Germany, France and England are far behind the United States in the perfection of the mechanical devices employed in their factories and in the quantity, if not the quality, of their output. There are several reasons for this, the chief one being that we have no hereditary aristocracy. The great middle or producing class here is spurred by ambition for wealth and position which its members know may be theirs if they have the ability and the force of character to acquire them.

We are a nation of toilers. The man who does not work has no place in the community. Even if he has wealth his social status is not the same as that of the rich man who is in business. We have no leisure class worth considering. The Astors, and the Vanderbilts, and the Goulds have financial interests that require their constant attention.

When a man knows that, no matter what he may do, he can never rise above a certain rank in the social scale, he becomes indifferent to his condition and will make no attempt to improve it. On the other hand, if he is convinced that there is no bar to his progress, and that he may acquire the wealth of a Carnegie or a Vanderbilt if he has the right sort of material in his makeup, he will immediately feel the prick of the spur of ambition and will rush forward into the fray fully resolved to win the prizes awarded to those who deserve them.

The records of the Patent Office in Washington show that we are the most prolific inventors in the world. The best brains among our seventy millions of freemen are busy day and night trying to solve the problems of manufacture, of chemical research and of processes concerned in the accomplishment of the world's work.

The disappearance of the old fashioned guilds composed of men who were proficient in the various trades, and who kept the knowledge and practice of the crafts in their families from generation to generation was inevitable when James Watt produced the first steam engine of practical service, and thus introduced machinery as a factor

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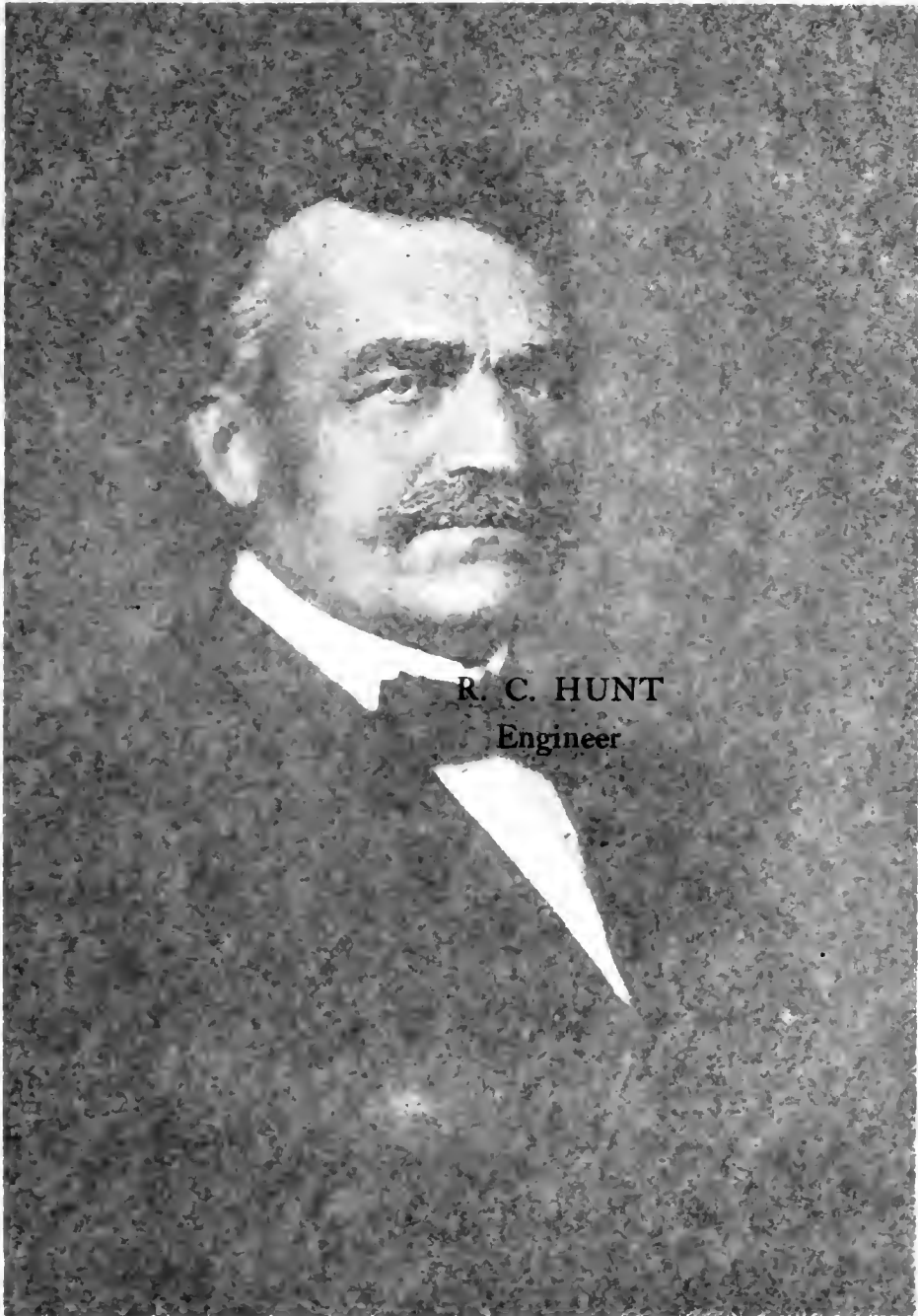
in industry. From the middle of the eighteenth to the end of the nineteenth century was the era of great inventions, during which the entire industrial world was revolutionized. It was the era that gave us Richard Arkwright and his spinning frame, Hargreaves and his jenny, and Jacquard and his loom; it gave us Charles Goodyear, who discovered the process of vulcanizing rubber, and thus made it adaptable for the manufacture of shoes and numerous other articles now in common use; it gave us Elias Howe and his sewing machine, Hoe and his printing press, Bessemer and his steel-making process, Morse and the electric telegraph, Bell and the telephone, Edison and the incandescent electric lamp, Marconi and the wireless telegraph.

The saving effected in the cost of manufacture by the introduction of machinery was so great that hand workers were displaced in most of the leading industries. One of Arkwright's spinning frames did the work of 130 persons. In the making of shoes a man with a Goodyear machine could sew 250 pairs a day. The operator on a McKay machine could turn out 300 pairs of shoes a day. Without it he could handle only five pairs.

Man's productive capacity being thus largely increased by the use of machinery, it follows that fewer employes are needed to accomplish the same amount of work as formerly.

In the iron and steel industry, which is today one of the largest we have in America, machinery is accomplishing marvelous results. The mechanical improvements used in its working, such as puddling, rolling and hammering, gave a great impetus to its manufacture during the past twenty-five years. The metallurgical improvements, such as the hot blast, the Bessemer and the Siemens processes, have practically revolutionized the industry and the trade connected therewith. The incredible increase in the demand for iron and steel brought about by their general use in the construction of buildings, bridges, railroads and ships, makes rapid and cheap production not only desirable but absolutely necessary. We have inexhaustible supplies of iron and coal, and with the improved processes now employed in the manufacture of structural iron and steel we are in a position to supply the needs of the whole world.

It is gratifying to learn that the United States is in a fair way to take the lead in shipbuilding. In the days of the East Indiamen, when privateers cruised along the coast in search of British vessels, and later, during the Rebellion and the following decade, many wooden craft were constructed in our shipyards, but at no time has the industry flourished to the extent it should. It is claimed by the freight



R. C. HUNT
Engineer

JOURNALISM

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carriers that, owing to the high price of labor, ships cannot be built here as cheaply as abroad, and for that reason they have placed their orders with Scotch and English companies. In order to encourage shipbuilding in the United States various bills were introduced in Congress providing for the granting of subsidies to certain steamship lines flying the American flag. In a few instances these subsidies were granted.

Since the construction of iron and steel ships was begun a few years ago, however, there has been a great improvement in the shipbuilding industry here. Extensive plants have been established at Bath, Portsmouth, Wilmington, New York, Chester, Norfolk and San Francisco, capable of turning out the largest and finest steamships, battle-ships and pleasure craft that are produced anywhere. The American flag now floats on every sea. Great Britain, for so long a time the mistress of the marine world, is fast losing her laurels.

We are today the greatest manufacturing nation on earth. There are only a few things that we cannot produce better in quality and cheaper in price than any other people. Our goods are found in every mart of trade. The words "made in the United States" have become such a valuable trademark that foreign manufacturers are placing them upon their own products. Our locomotives and cars are used on the leading railroads of Europe, Asia and South America. Our reaping machines are employed in the wheat fields of Russia and of India.

We have a right to be proud of the progress we have already made in all lines of human endeavor, and to feel assured that unless some calamity of an overwhelming character shall sweep down upon us, or the government at Washington shall lose its head and drive us into a war with other members of the family of nations, our trade at home and abroad will continue to expand in a healthy manner.

Our progress may not, and probably will not, be continued from year to year without interruption, for, as John Morley once said: "Great economic and social forces flow with a tidal sweep over communities that are only half conscious of that which is befalling them. Wise statesmen are those who foresee what time is thus bringing, and endeavor to shape institutions and to mold men's thoughts and purpose in accordance with the change that is silently surrounding them."

The part played by journalism in the development of the country's industries is one of no mean importance. The newspapers, ever alive to the importance of their mission, are always seeking to pro-

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mote the interests of the cities or towns in which they are situated. If there be need of a store, a public building, or a factory, they are the first to announce the fact. In their eagerness to help build up the business of the community they make inquiries into its resources and possibilities; they call attention to desirable sites for the location of factories on rivers or streams where abundant water-power is going to waste; they point out opportunities for the investment of capital in various enterprises that promise large returns; they dwell upon the special educational advantages provided for the children and upon the churches, theatres and other social institutions established for the amusement or instruction of the parents; they assist in various ways the organization of industrial enterprises. All this service is rendered by the press without pay, as its voluntary contribution to the welfare of the municipality.

Carl Bücher in his great work on "Industrial Evolution" declares that "the newspaper is primarily a commercial contrivance forming one of the most important pillars of contemporary economic activity."

Although the press is conducted for the purpose of earning a profit for its owners, its prosperity depends entirely upon its ability to serve the interests of its constituency. If it fails to do this even in the slightest degree it is doomed to become a losing and profitless venture.

There is no better illustration of what the newspapers can do toward aiding industrial development than that presented in the South during the last decade. For years after the close of the War of the Rebellion the plantations remained desolate and unimproved. The few industries established were allowed to decay. The 5,000,000 of whites were utterly crushed by the frightful experiences through which they had passed. They had no money. The emancipation of the slaves had swept away three billions of dollars of their wealth, and the devastation wrought by the invading army upon private buildings and other property nearly an equal amount. Cotton, the leading staple of the South, sold as low as 4½ cents a pound. Capitalists would not make loans south of Mason and Dixon's line except at rates that were ruinous to the borrowers.

Such was the condition of affairs when the newspapers and the trade press of the South woke up and entered upon a campaign of publicity that soon attracted the attention of the whole country to the agricultural and industrial possibilities of the South. The New York dailies and the monthly magazines sent reporters and special agents to investigate the almost incredible stories of undeveloped mineral



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wealth; of great forests of pine and other valuable trees that awaited the woodman's axe; of the thousands of acres of cheap agricultural land that were lying uncultivated; of the splendid sites for industrial towns that were to be had for a song, and of other equally appealing attractions. They found that the half had not been told, and that as wild as some of the stories printed were they did not exaggerate the actual facts.

The publication of the special articles thus procured produced a profound impression. Men of means began to investigate for themselves. They learned that there were in a number of places valuable coal and iron deposits that could be acquired at a reasonable figure, and they invested in them. Companies were organized, railroads were built and steamship lines established.

In a decade the number of spindles in the cotton mills increased from 1,699,082 to 7,000,000. In 1900 there were 46,000 miles of railroad in operation, blast furnaces for the reduction of ore had been established in a dozen mining centres, towns sprang up as if by magic, and the boom was on. In bringing about these results the Manufacturers' Record, of Baltimore, a trade paper of high grade, played an important part.

The newspapers print daily the current prices of raw materials and manufactured products, and keep the captains of industry informed upon the most vital question of markets. The trade press goes further, and presents such technical and commercial information as will aid them in conducting their business; it prints descriptions of new machinery invented and processes discovered. It discusses the problems of production and adds in various ways to the manufacturer's store of knowledge.

The Iron Age, one of the leading papers devoted to the iron and steel industry, prints within ten days after the close of a month the amount of pig iron produced by all the furnaces of the country. This information is collected by mail and by telegraph, and is exceedingly valuable to the manufacturers, as it enables them to keep close watch on the stocks.

While the newspapers are invaluable to the producers of manufactured goods, it should not be forgotten that they have done much for the employes themselves. Through continued agitation they have succeeded in reducing their hours of labor and in increasing the wages paid. They have secured the enactment of laws that compel corporations to provide well ventilated and well lighted workshops. They have brought about the correction of abuses, the introduction

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of sanitary comforts, and better treatment for employees. The modern workshops are clean and well kept, the men and women operators are fairly well paid, and the products of their labor are the best in the world.



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FARQUHAR J. MACRAE
Public Accountant



THE CERTIFIED ACCOUNTANT

BY PROF. JOHN PHIN.

Archæologists who uncovered the ancient ruins of Babylon, Nineveh and other cities of the earlier civilization, found tablets of clay upon which the merchants recorded their transactions. From them they have been able to determine the prices of articles of food and personal adornment two and three thousand years ago. The systems of bookkeeping used, while simple in character, were nevertheless founded on the same principles as those employed today.

It was inevitable that as the earth became more populous, and as business transactions, formerly confined to one city or one nation, were extended to the four quarters of the globe, that bookkeeping would become more complex in character, and therefore demand a higher degree of skill on the part of those who follow it as an occupation. At first every merchant was his own accountant. Today not one in a thousand has the time to perform such duty, and even if he did it is generally agreed that he could more advantageously employ his time in other directions. Bookkeepers may be hired at from \$10 to \$25 a week, but men who are competent to manage large mercantile establishments draw salaries of from \$2,500 to \$25,000 a year. In some of the department stores thirty persons are employed to keep the accounts of the customers and look after the bills against the firm, while the banks and insurance companies require the services of several hundreds.

In all great cities, and especially in London and New York, are established professional auditors and accountants whose duty it is to pass upon the work of the bookkeepers employed in the various business establishments. In London they are known as "chartered accountants." No one can follow the business in England without first serving an apprenticeship and passing a rigid examination given by a governmental board appointed for the purpose. In this country several of the States issue licenses to "certified public accountants," as they are called. But there is no law compelling their engagement by corporations and other institutions, as there is in England.

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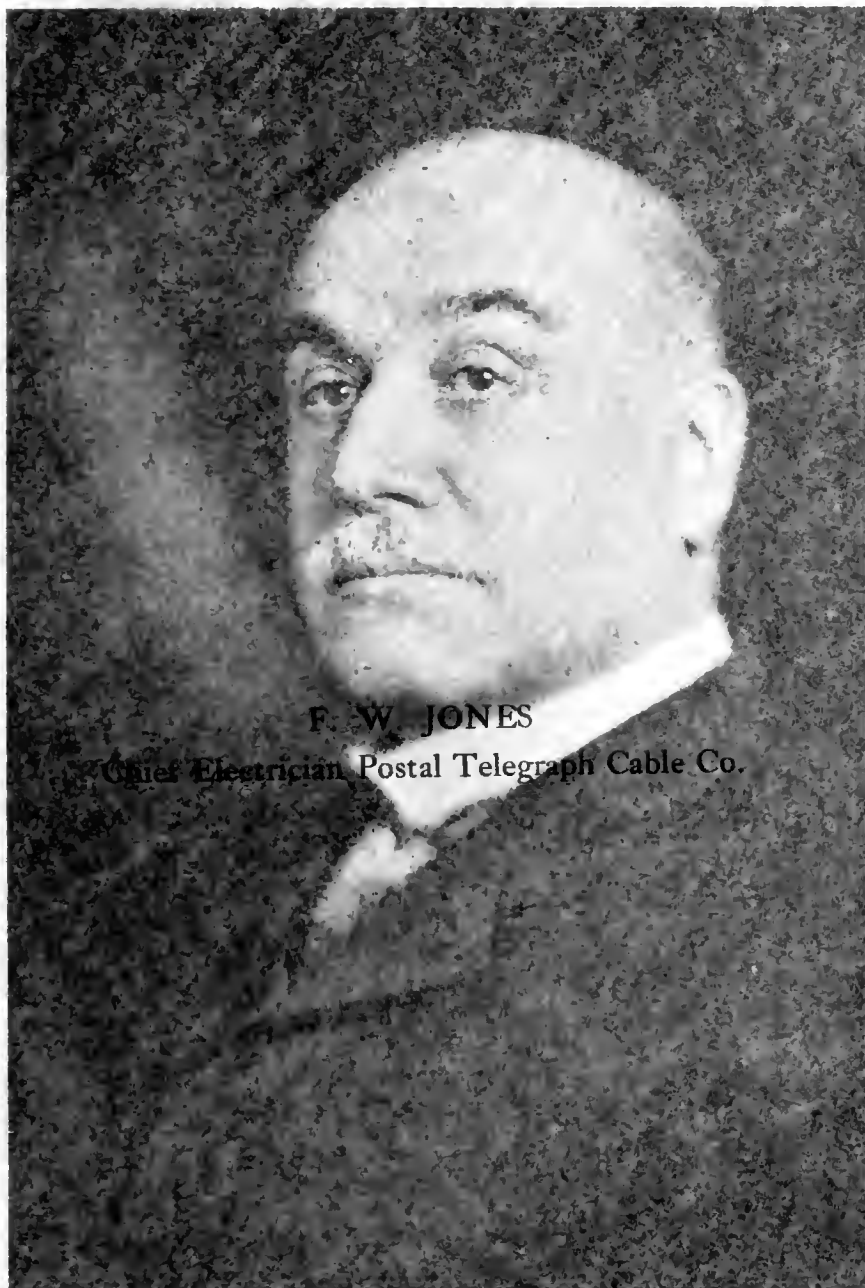
Annually, sometimes quarterly or semi-annually, those public accountants are engaged to examine the books of a firm or company for the purpose of verifying the work of the employees. These examinations are made with three objects in view: First, to discover clerical errors; second, to discover errors of principle, and third, to detect fraud if it exists.

It is self evident that the officers of a bank, a large mercantile establishment, a railroad or an insurance company cannot, even if they desired, make a critical and minute examination of the records of the year's business. They employ bookkeepers and cashiers in whose integrity they firmly believe. They oversee their work, examine an accountant here and another there, watch the balances, and that is about all. As long as everything runs along smoothly and no serious errors are discovered, no anxiety is felt about the honesty of the members of the staff.

But in order to satisfy everybody, stockholders, depositors, customers or proprietors, the professional accountants are called in at stated intervals. As they are men of the highest integrity and skill, and perform their duties independently of the office force, their findings are authoritative and final. No one knows the result of an examination except the person or persons authorized to receive the information. The accountants themselves are sworn to secrecy, and it is only just to say that seldom, if ever, has that pledge been violated.

Besides the examination of books for certification purposes, the public accountants investigate properties for investors. These include mines, factories, railroads, mercantile establishments and other business enterprises. The work is performed for the purpose of aiding in determining their commercial value and earning power. In 1899 and 1900, when many of the largest industrial and railroad companies were reorganized, the service rendered by professional accountants was invaluable. They ascertained their exact condition, physically as well as financially, and placed before the promoters the exact information needed upon which to base the capitalization.

In the organization of new companies they perform a most important work. They study the property which is to be incorporated from an independent and unbiased standpoint; they examine the books, establish the facts regarding earnings, expenses and profits; weigh the possibilities of expansion, and find out its actual condition. When they have concluded their task they submit a certified report, and upon that report the capitalists base their decision as to the availability of the proposition. Sometimes the accountants discover that the



F. W. JONES

Chief Electrician Postal Telegraph Cable Co.

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property has been misrepresented, and thus have prevented would-be investors from putting large sums of money into a worthless scheme.

The aid rendered the certified accountants by the press is easily defined. Not only do the newspapers and periodicals offer them the best mediums yet devised for securing business through advertising, but they create a demand for their services through articles printed in the news and editorial columns. Like the ear of Dionysius they catch the faintest whisper of gossip, of suspicion and of fact, and often start investigations that result in the unearthing of fraud or dishonesty hitherto unsuspected. The publication of a paragraph stating that a bank clerk has been cutting a wide swath at a summer resort, or has recently purchased a \$5,000 automobile, arouses the curiosity and, later, the suspicion of the bank's officers, who marvel that a young man on a small salary can have so much money to spend. They call in an accountant, who goes over the books and perhaps finds that the trusted employee is a defaulter.

Again, it has been noted that whenever a large embezzlement is discovered, whether of public, corporate or private funds, many business men at once set on foot investigations in their own offices to determine whether there is anything wrong in the cashier's or book-keeper's department.

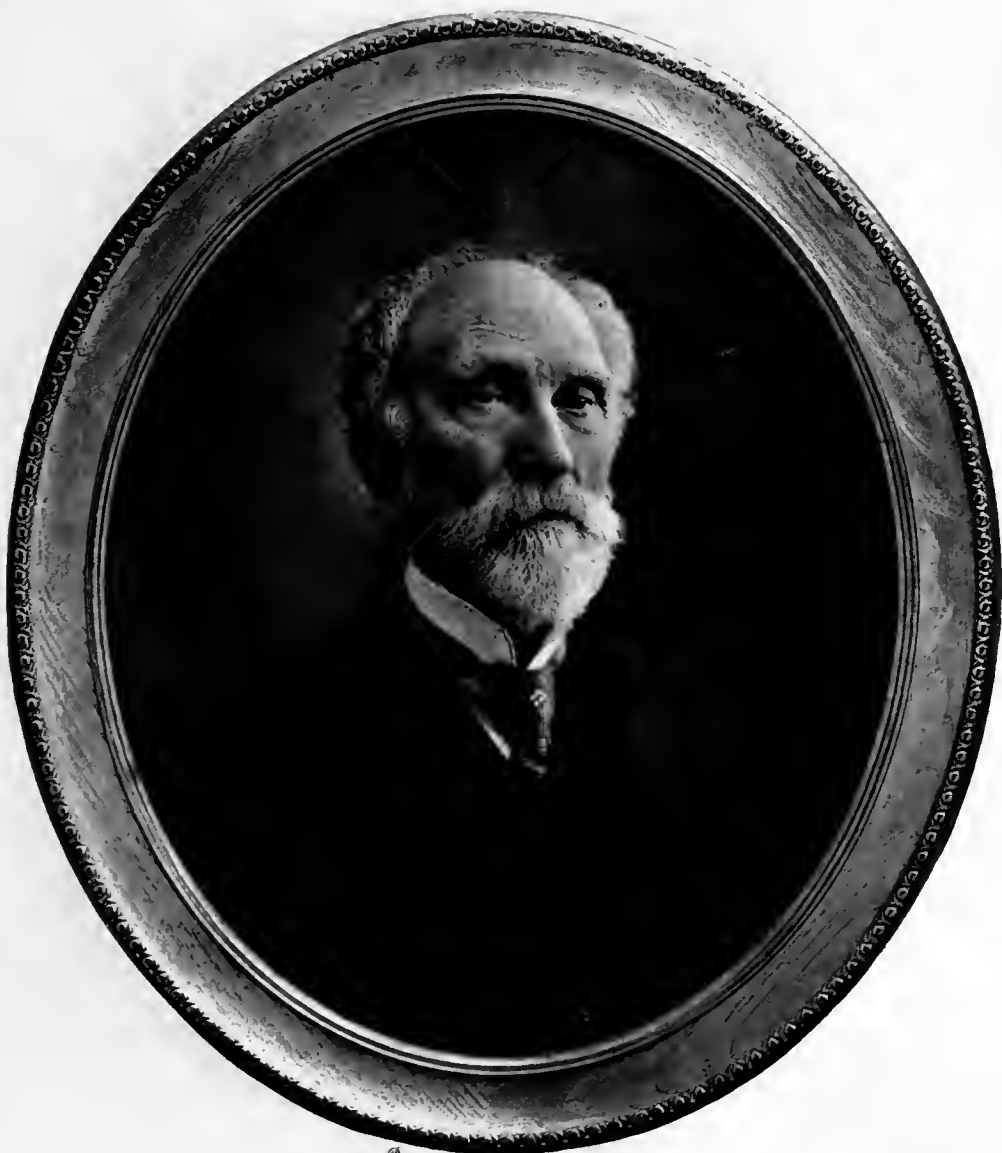
All these investigations mean work for the certified accountants, who not infrequently make alarming discoveries that are due not always to dishonesty but more frequently to carelessness. These quiet mannered experts often hold in their hands information of the most sensational character—information that the newspapers would be glad to secure at a big price, but which never reaches Park Row, because of their pledge to secrecy.





Photograph by G. H. & Co. N.Y.

ORRIN C. WOOD
Electrician (Retired)



Photogravure Gilbo & Co. N.Y.



THE MERCHANTS AND THE PRESS.

BY EDWARD W. DREW.

Of all those who use the advertising columns of the daily newspapers for the purpose of influencing trade, the retail merchants are the most liberal in their expenditures. Their announcements occupy more space than those of all other lines put together. Were it not for their support many of the newspapers now regarded as valuable properties would be driven out of business.

Of the retailers, the dry goods merchants stand at the head of the list, for their establishments are the largest and have the greater need of publicity. Under a conservative estimate the department stores of New York spend \$4,500,000 annually for advertising, John Wanamaker, the Simpson Crawford Company, the Siegel-Cooper Company and R. H. Macy & Co. paying out nearly one-half of this amount. Outside of New York, as here, the dry goods men are the principal patrons of the press.

The butchers, the bakers and the grocers, except in a few instances, do not advertise. They claim that the cost is too great, and that they cannot afford it. This may be true, but there are other reasons. For instance, a grocer expects to corral only the trade of the neighborhood in which he is located. If he gets his share he is satisfied. He is not anxious to secure the patronage of people residing several miles from his store because of the expense of making deliveries. Moreover, he has not sufficient capital for carrying on a large business even if he so desires. He tells these facts to the advertising solicitor, and says further that he would be glad to use a good newspaper medium for covering his district at a fair cost. The big dailies are open to him, but if he advertises in them he must pay for a circulation reaching all parts of the city in order to appeal to the residents of his own territory.

It is quite probable that in the near future small daily or weekly neighborhood papers will be started in every great city for the purpose of meeting the needs of the small tradesmen. Indeed, three such papers are already established in Brooklyn, and all are meeting

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with success. A copy of each weekly issue is delivered free by carriers employed for the purpose to every house within the territory to which it is devoted. Its reading columns are filled with local news, largely of a personal nature, gathered by its own reporters. The advertising rates, \$60 a page, are within the reach of all the merchants.

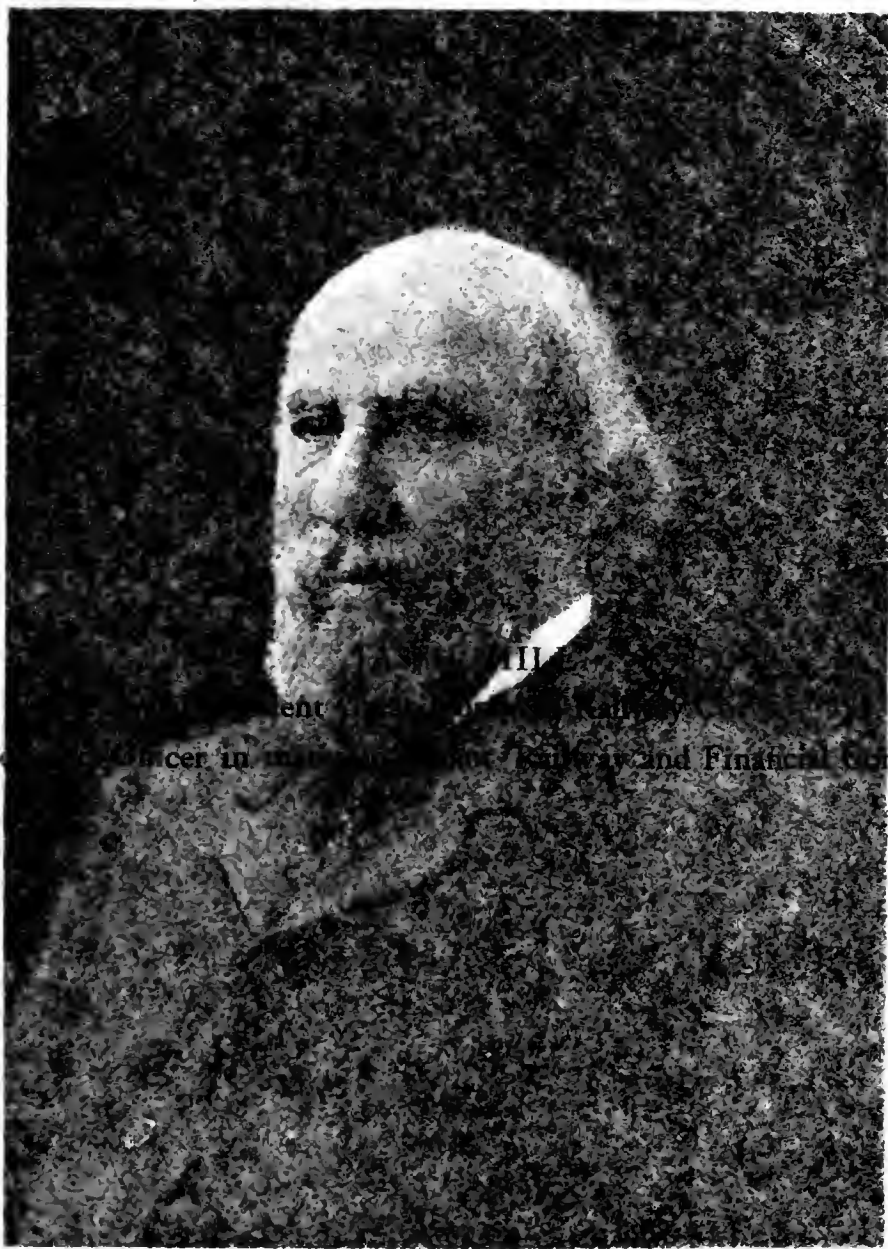
The business men of New York have little complaint to make of the treatment they receive from the newspapers. The editors, appreciating the value of their patronage, are always ready to serve them in any reasonable manner.

They do everything in their power to protect and promote the interests of those engaged in trade. They run down and bring to justice defaulters and swindlers who have robbed them. They watch legislation at Washington and Albany, and whenever bills are presented that place unjust restrictions on business they use their influence to secure their defeat. On the other hand, the newspapers promote legislation that will help to increase our commerce at home and abroad and facilitate the movement of goods on land and sea.

That the press has performed a grand service for the merchants of New York is abundantly shown by the records of one of their most popular organizations, the Merchants' Association. Probably no other organization has accomplished so much in so brief a time. It is composed of 1,000 resident and 35,000 non-resident members, who seek to foster trade and commerce, and advance the best interests of the entire community. It brought about the defeat of the Ramapo water grab; it opposed and caused the defeat of the Ship Subsidy Bill of 1901; it was a principal organizer and promoter of the movements which secured the adoption by popular vote of the Erie Canal Enlargement; it was the chief agent in securing an appropriation of \$6,000,000 for the improvement of the ship channels in New York harbor; it was among the most active opponents of the Remsen East River Gas Bill, the Niagara Power Grab Bill, the Street Railway Anti-Transfer Bill, and numerous other measures.

William F. King, for many years president of the Merchants' Association, and one of its most active members, recently said:

"The Merchants' Association could never have accomplished what it has without the hearty and efficient aid of the newspapers of the city. The press has been one of the greatest factors in making New York the commercial centre of the continent, and one of the greatest show places in the world. By furnishing efficient advertising mediums it has created out of the small shop the magnificent dry goods department store covering an entire block.



James H. Hill
President Great Northern Railway
Director and Officer in many other Railway and Financial Corporations

NOTED CLUB

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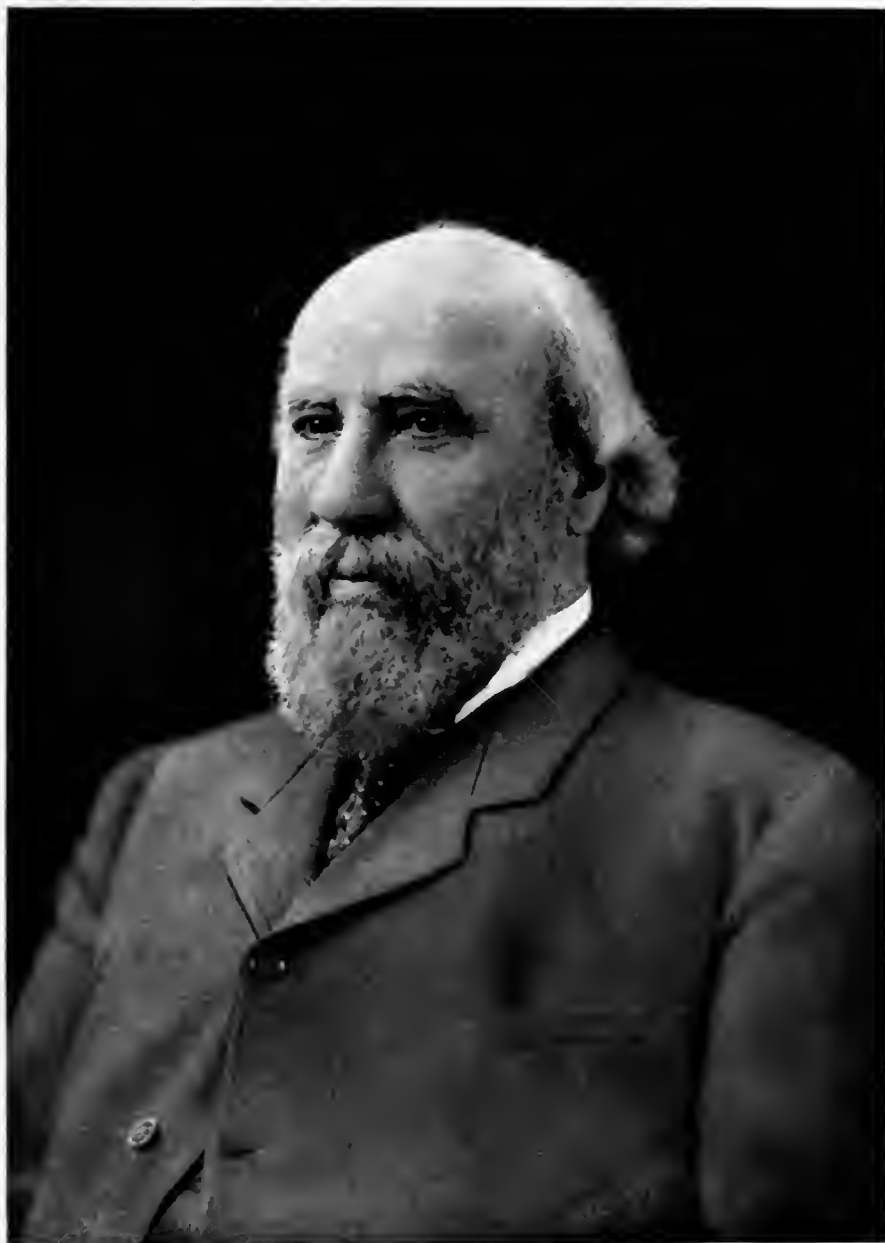
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NY PRESS CLUB

PHOTOGRAPHURE CO. COLOR CO. NY



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"Sometimes an honest difference of opinion has arisen between the merchants and the newspapers on a public question affecting the interests of the former. In one instance an afternoon newspaper became so bitter in its arraignment of the merchants that all of the largest dry goods advertisers withdrew their patronage, to show their resentment of the treatment they had received. Before the breach could be healed the newspaper is said to have lost \$175,000.

"Various forms of advertising have been tried by the retail merchants—cards, circulars, pamphlets, street cars, and in recent years the pernicious trading stamps, which lowered the standards of merchandizing; but none of them has the pulling power of the newspapers.

"From a political viewpoint the partisan press does not exert as great an influence as it did formerly, chiefly because of its tendency to exaggerate conditions, attack candidates in an underhand manner, and lie about those in charge of the campaign. Sensational journalism is responsible for this loss of power.

"The press of New York can make or mar the city as far as the country population is concerned. If the newspapers do not stand by the city in the articles they publish; if they do not defend her against the attacks of her enemies; if they become indifferent as to her material interests, outsiders will know it and act accordingly.

"During my long experience as an officer of the Merchants' Association I have never, with possibly two exceptions, had any reason to complain of the lack of support of the newspapers on any important question after it had been properly submitted to the editors. We have had some tough fights on our hands, and sometimes interests representing millions of dollars were involved, but the newspapers, without regard to party, gave us their undivided aid and helped us win out in the end. They have co-operated with us in securing better men for public office; in checking extravagant expenditures of public money; in defeating unscrupulous adventurers who seek to rob the people of their property and make it pay tribute to their greed for gold.

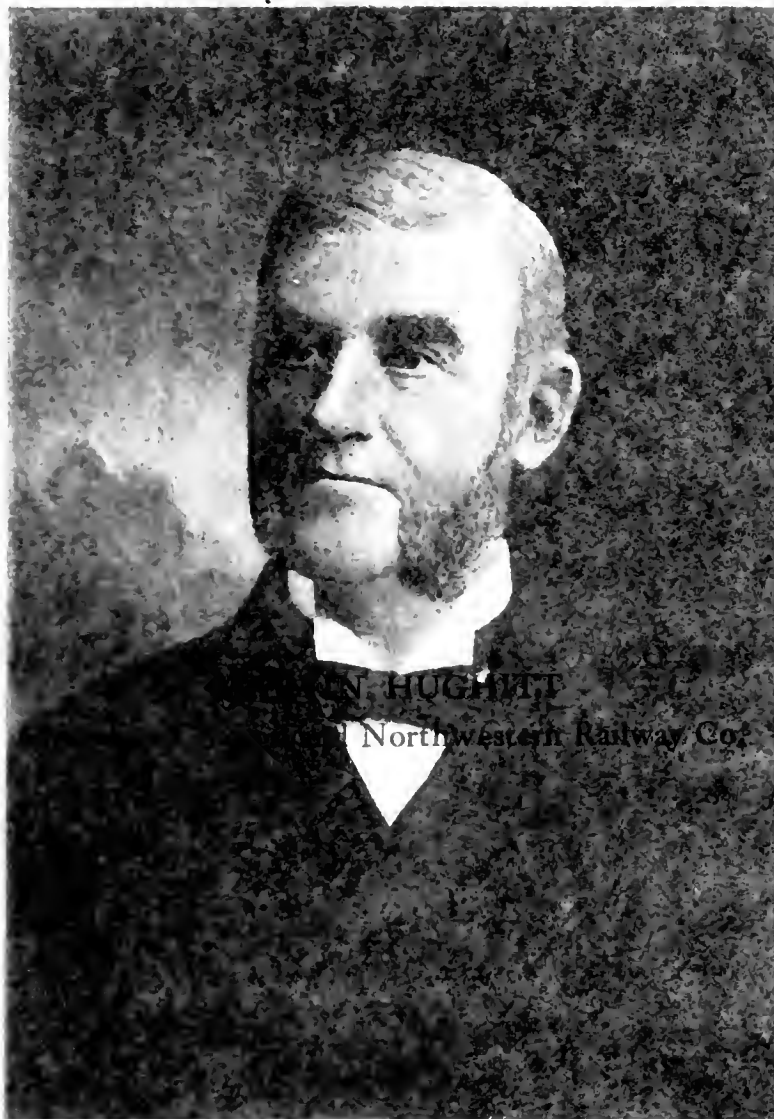
"That the advertising columns of the great newspapers are sometimes used to the disadvantage and injury of the public is seen in the case of Lawson, of Boston, who recently by skillful advertising pounded down the market and caused thousands of men and women to lose the money they had saved, often through great privation. Would it not have been better had the newspaper publishers refused such advertising, and thus protected the public against the wiles of unscrupulous speculators, and prevented the outbreak of suicide, disgrace and suffering which usually follows such attacks on the market?

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"Our nation during the next four years needs the most conservative management from the chief executive down through all the departments. The daily press is the mouthpiece of the people. If, therefore, its columns are properly safeguarded and are wisely employed to subserve the nation's best interests, our progress cannot fail to be of the most gratifying and substantial character.

"The absolute success of the Merchants' Association in all its work has been due entirely to the press, which has stood behind it and carried on the work in New York, Albany and Washington. The outcome of the association's efforts in behalf of Cuban reciprocity, of Porto Rico, of the bankruptcy bill, of the post office, and of the appraisers' stores was due to the publication by the newspapers of intelligent statements compiled by the staff."

Mr. King's views are the views of every merchant who has kept track of the work of the newspapers in this country during the past twenty-five years. There is an interdependence existing between the business men and the press, the importance of which cannot be overlooked or minimized. The merchants are the chief supporters of our charitable institutions. They take the lead in nearly all movements that result in municipal and national reforms. Their co-operation with the newspapers, both in a business and in an ethical way, is essential to the proper fulfillment of the greatest mission the press is called upon to perform—the uplifting of the masses and the enlightenment of the world.



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JOURNALISM

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Mr. W. J. Maguire, president of every merchant who has kept track of the work of the newspapers in the country during the past twenty years, says: "The intimate and close dependence existing between the business men and the press is a fact of which cannot be overlooked. The newspapers are the chief supporters of our movement, and they take the lead in nearly all movements for national reforms. Their co-operation with the business and in an ethical way, is essential. The greatest mission the press has is to enlighten the masses and the en-



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PHOTOGRAPHURE & COLOR CO. N.Y.

SOCIETY

BY GEORGE HARRISON McADAM.

Compare society today with that of the fourteenth century and note the difference in the conditions. Then there were only two classes—masters and servants. Not only was all power and all wealth monopolized by the former, but nearly all culture and education as well. The poor had no opportunities to better their condition or acquire knowledge. To them the treasure house of literature or of science was sealed. Learning was difficult of attainment even under the most favorable conditions. The poor were ground down into the dust. They were completely at the mercy of their rulers. The administration of justice was a farce.

Now we have three classes, the upper, the middle and the lower; the first composed of persons of wealth and social position, the second made up of professional and business men and skilled mechanics, and the third including laborers and those who perform the humblest kinds of work.

Of these the middle class is the largest and the most influential in the body politic. It holds the balance of power in this democracy. It supports the schools, the churches and the hospitals. It supplies the inventions in every field of human endeavor. Backed up by capital it has performed the greatest tasks ever allotted to man.

The middle class, now so great and powerful, had its rise from the lowest strata of society. Relieved of the incubus of serfdom, and aided by the general diffusion of knowledge which began with the invention of movable type in 1436, the more ambitious and those possessing the greater natural ability gradually rose above their fellows and made a new place for themselves in the community. This movement has been continued from generation to generation until the middle class now forms the bone and sinew of modern society.

The standards of right living, of justice, of religion and of man's attitude toward his fellow man are higher and truer than they were. According to Melville "the nineteenth century surpassed all in the purity and clearness of its intellectual sky and the intensity of its

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intellectual sun." We are more humane, more generous and more acutely alive to our possibilities than were our early ancestors.

What force has wrought this change in society in less than 500 years? It is generally agreed that while the printing press did not do it all, to it belongs the credit of doing more than anything else, not excepting religion. Culture and refinement existed long before Gutenberg invented movable types. Books were written embodying the wisdom and knowledge of scholars thousands of years ago, but they were inaccessible except to the patrician class.

The invention of the printing press brought the dawn of a new era, an era of cheap books and the periodical press. No longer were the priceless volumes of master minds to be locked up in cloisters or in libraries like precious stones upon which no one could gaze without disobeying the law. Copies were made by the printers and circulated among the people. The thirst for knowledge, which made itself manifest especially in Europe, alarmed despotic rulers, who feared that their subjects would soon become too wise to wear the yoke of tyranny.

Then came the multiplication of schools and universities, the doors of which were open to rich and poor alike. Poverty and serfdom were no longer barriers to an acquisition of knowledge.

But, although the printing press accomplished a great deal for the masses, it was not until the newspaper made its appearance that the common people really awoke from the lethargy of hundreds of years of oppression. The first one was born in Antwerp in the latter part of the sixteenth century. A few years later the second saw the light in England. Hedged about at first with all sorts of governmental restrictions the progress made was slow indeed. The editors did not at first dare to print the truth concerning the rascalities and corruption they knew existed in high places. But after a while they became bolder and published their honest opinions. Some were thrown into prison, some lost their heads, and some were obliged to flee the country in which they lived. Soon the leaven began to work, and the agitation for liberty of the press was inaugurated. Champions for the cause were found in the House of Lords, in the House of Commons, and even in the King's cabinet. After many years the editors won their fight and the press entered upon its glorious career.

Lord Lyttelton once said that "in a free country the press is very useful so long as it is under no partial restraint, for it is of great consequence that the people should be informed of everything that concerns them, and without printing such knowledge could not circulate so easily or so fast."



OSCAR G. MURRAY
President Baltimore & Ohio Southwestern Railway Co.

H. PRESSLER

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JOURNALISM

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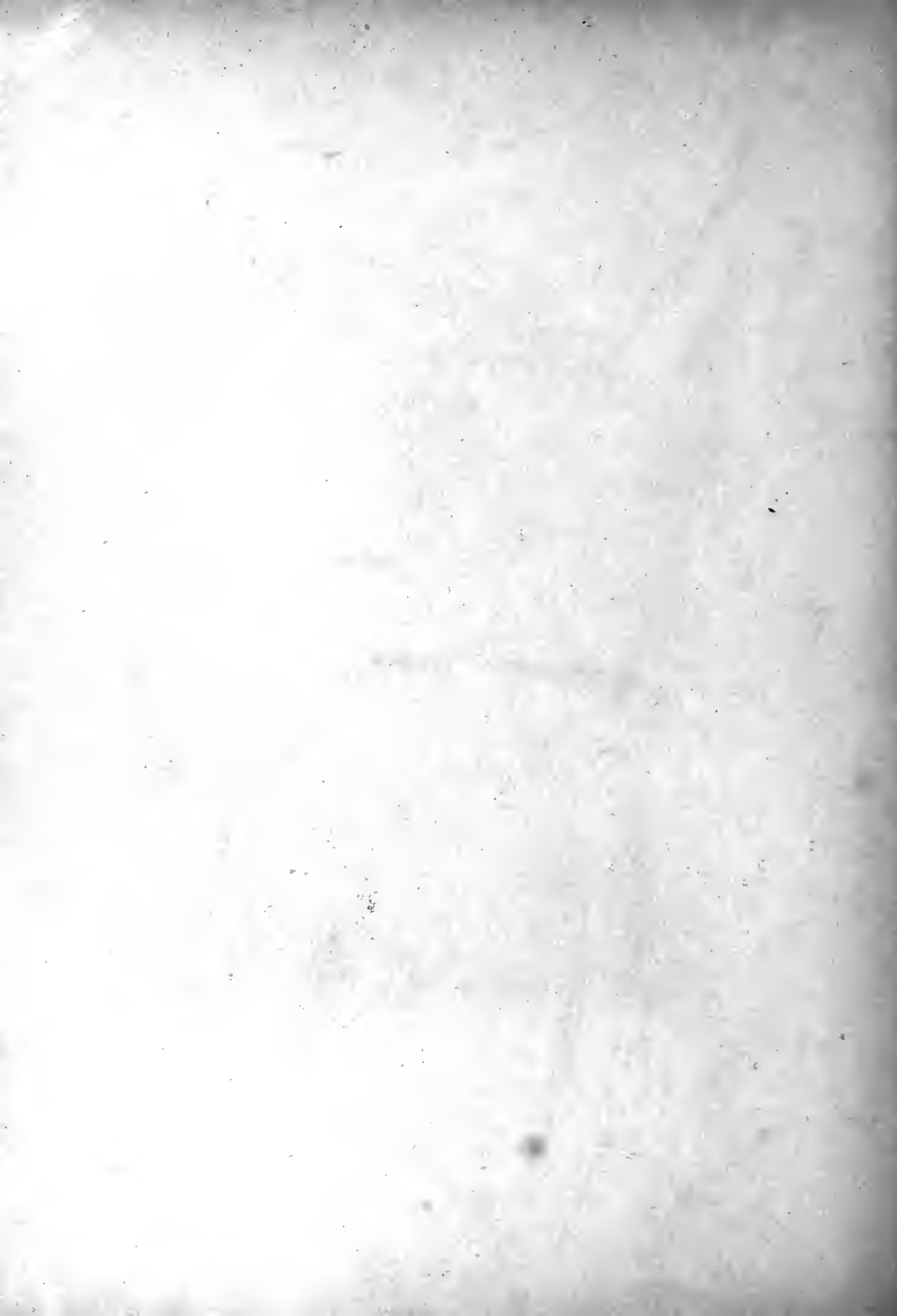
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It is in free America that the newspapers have accomplished the greatest good for society. Under the fostering care of a democratic form of government they have developed with an astonishing rapidity in number and in influence. In 1800 there were only two hundred published in the United States. In 1900 there were 22,312. No city or town is so small that it does not have its daily or weekly newspaper. Circulations, especially of the journals printed in the larger cities, mount up into the hundreds of thousands. In New York city one newspaper claims that it sends out nearly a million copies a day.

These products of the press find their way into the homes of the people everywhere. It is safe to assert that there is not a family in the entire country, unless perhaps that of the newly arrived immigrant, in which a newspaper cannot be found. As papers are printed here in twenty-six languages, there is no reason why men from any part of the earth should remain ignorant of what is going on.

The influence exerted by the newspaper press in educating the people, in cultivating the spirit of patriotism, in rooting out corruption in society or in official life, and in bringing about reforms cannot be estimated. It has encouraged men and women to strive after a higher intellectual life. It has pointed out the way to a better mode of living. It has compelled selfish and grasping landlords to provide sanitary tenements for the humble and the poor. It has revealed the horrors of the sweatshops, and assisted in the securing of proper legislation for the protection of the workers. It has insisted on clean streets and an abundant supply of water in large cities. It has championed the cause of the oppressed, and has done its share in curbing the encroaching power of the rich.

Under its watchful care the people have come into possession of rights that justly belong to them; they have developed, broadened out and become independent. They know what is going on in the world, receive ideas and suggestions that contribute to their comfort and happiness, and live in an atmosphere of hope and of promise.

It is much to be doubted whether we should have been able to achieve a tenth of what we have in the way of general progress without the aid of the newspapers.



NAVY PRESS CLUB

JOSEPH B. COUGHLIN
Rear Admiral U. S. Navy
Commandant Brooklyn Navy Yard



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THE WORLD OF SPORTS

BY CAPT. JAMES C. SUMMERS.

None will question the statement that sports, the world over, have been benefited by the publicity accorded them by the daily and weekly newspapers and by the many illustrated papers devoted to special lines of sport. Spurred on to greater endeavor by the publication of their records, athletes, both professional and amateur, have striven each year to excel in their particular field, until it is now acknowledged that sport without publicity cannot thrive.

It may with truth be said that American sports of all kinds have developed in the past ten years to a greater degree than in all the years that have preceded them. The records made on land and water by the individual efforts of men in running, swimming, jumping, boxing, wrestling, baseball, football, tennis and golf; by the running, pacing and trotting of horses; the speed of steam, sailing and other yachts, and finally in the marvellous speed of automobiles, have astonished the world.

The progress of sport has been commensurate with the tremendous financial growth and development of this country. In other words, sport has kept pace with all the great achievements of the people of the United States, whose ability to "hustle" and whose determination to excel in everything have always been past the understanding of other nations. To have and to hold the records for almost every kind of sport worth trying for is, indeed, a thing to be proud of, and that is practically what the athletes and sportsmen of the United States may justly claim.

When the American athletes competed in Paris in 1900 for the International Championships they won seventeen out of the twenty-one contests, England's athletes winning three, and Hungary's one. A. C. Kraenzlein, of the University of Pennsylvania, was high man, and led the rest of the American team. Ray Ewry and I. K. Baxter, both of New York, were second and third, respectively. Americans won eight out of ten contests for the English championships on July 7 of the same year.

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YACHTING.

Greater interest has been taken in yachting than in any other of the water sports, for the reason that men of wealth and influence, attracted by the luxurious, speedy and beautiful vessels produced by naval architects of the twentieth century, have vied with one another in their endeavors to own the fastest sail and steam yachts obtainable, builders in many cases being given carte blanche to create the most beautiful and the speediest vessel afloat.

With this object in view fortunes have been spent by Sir Thomas J. Lipton and others in the effort to win that coveted trophy, the America's Cup. Many assert that more money has been expended in the defence of the cup than was spent by the challengers. Yachts that challenged for and defended the trophy twenty-five years ago cost less than a quarter of the money to produce. They carried less sail, and, of course, sailed much slower than the modern ninety footer, with her 16,000 square feet of canvas.

Ranking first in the matter of wealth and influence, the New York Yacht Club is unquestionably the premier yacht club of America. The Royal Yacht Squadron of Cowes, England, occupies the same position in the British Isles. In point of membership and of yachts enrolled in its fleet the Larchmont Yacht Club comes next, then the Atlantic and Seawanhaka Corinthian in New York, and the Eastern and Boston yacht clubs, of Boston, Mass. Philadelphia follows with the Corinthian of Philadelphia and the Philadelphia clubs.

Ten years has seen many changes in the type and speed of yachts. In 1894 the centreboard was the popular type. Now hardly one can be found in the racing classes. The one design keel boat, with outside ballast, long overhangs and big sail plan, has supplanted the centreboard boat, with her light draft and great beam. Time allowance is eliminated in the one design classes, and the racing craft are now given one gun starts instead of being timed at their actual start, as was the custom ten years ago. Weight aloft has been reduced by the use of light steel wire of great tensile strength, by the use of hollow spars, both wood and steel, and by lighter but stronger blocks. Great strides have also been made in yacht construction in wood, as well as steel, and also in the lines where beauty was often sacrificed for speed in the modern racing craft.

It is in the motor boat, however, that the most rapid strides have been made. Speed never dreamed of ten years ago is now accepted as normal. In 1894 a 30 foot launch that traveled 10 miles an hour



JOURNALISM

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Greater interest has been taken in yachting than in any other of the winter sports, for the reason that men of wealth and influence, attracted by the swiftness, speed, and beautiful vessels produced by modern science in the twentieth century, have vied with one another to build the fastest sail and steam yachts obtainable, many of them being given carte blanche to create the swiftest and most graceful vessel afloat.

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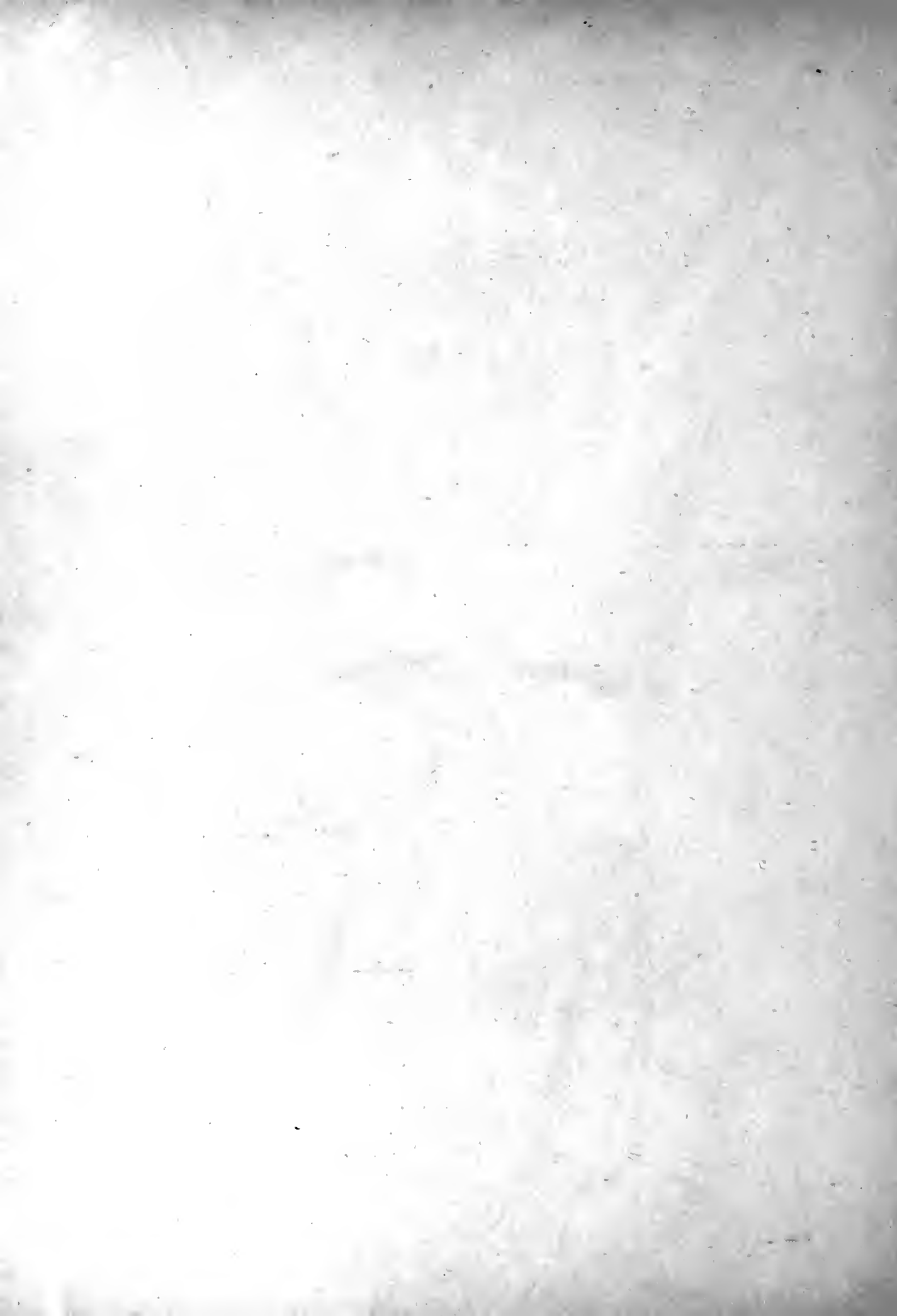
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was considered fast. One that goes twice that speed now is not regarded as more than ordinary. The latest achievement of high speed power boats was that of the *Onontio*, a 60 foot launch owned by Commodore Harrison B. Moore, of the Atlantic Yacht Club. She astonished the motor boat enthusiasts by traveling at the remarkable rate of 24.66 knots, or 28.36 statute miles, an hour. On the same day Frank Croker's boat, the *X. P. D. N. C.*, ran from New York to Poughkeepsie and back, without any stop (136.6 miles), in 5 hours 11 minutes 50 seconds, or at the rate of 22.86 knots, or 26.29 miles, an hour. Greater speed is expected from this type of boat next season.

BASEBALL.

Baseball, from the standpoint of skill, has shown very little improvement in the past ten years, and yet the game in that time has vastly increased in popularity. The attendance at games all over the country last season was phenomenal. New York city was the mecca of the professional leagues, and it broke all records in attendance figures. One game at the Polo Grounds, between the New York Giants and the Chicagos, of the National League, drew 38,804 persons, which is the record. Games where the attendance figures amounted to 20,000 or over were of frequent occurrence.

Baseball follows the flag. Since the United States has reached out for new possessions the soldiers and sailors of the United States Army and Navy have introduced their national game in the Philippines, Cuba and the Sandwich Islands, so that at the present time the inhabitants of those distant islands show little less interest than the "fans" of our own country.

There have been few radical changes in the playing rules of baseball in the last decade. Efforts have been made periodically to increase batting by handicapping the pitchers, but this has failed, and today the preponderance of the twirlers is just as manifest as ten years ago. The star pitchers of today—Mathewson, McGinnity, Hahn, Taylor, Willis, Young, Chesbro and others—however, are no more effective than the crack speed merchants of ten years ago—Rusie, Keefe, Clarkson, Whitney and others of the old timers. There are more star players now than formerly, which has been the means of the games appearing "faster," but there are no better players now than in 1894.

The money end of professional baseball is more prominent than formerly, and this has had the effect of killing whatever sentiment

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might have surrounded it. Club owners are now out for the money there is in the game and not for the pure love of the sport, as formerly.

The American League came into existence in 1901 as a rival of the old time National League, and notwithstanding the determined stand of the older organization against the new league, the latter has gradually gained in standing and popularity, until it now divides patronage and prestige equally with the National. Since 1894 only five clubs have won championship honors: Baltimore in 1894, 1895, 1896; Boston in 1897 and 1898; Brooklyn in 1899 and 1900; Pittsburgh in 1901, 1902 and 1903; and New York in 1904.

The winners of the American League championships are as follows: Chicago, 1901; Athletics (Philadelphia), 1902; Boston, 1903 and 1904.

Baseball is firmly established as the national game, and the future prospects of the sport are very bright.

HORSE RACING.

Racing under the control of the Jockey Club in the last ten years has grown and developed to an extent little dreamed of by those who do not visit the various tracks in the metropolitan district occasionally. Its popularity is ever growing, and the attendance is larger and of the better class. The breeding industry has been fostered, and millions are now invested in the various studs. The tracks have been remodelled and improved. The new track of the Metropolitan Jockey Club has been built and run for three years, and new Belmont Park, which is called the Newmarket of America, has been tried, and, while found wanting in a few minor details, is a fitting home for the Jockey Club. There is a new track at Hot Springs, Va., and one at Los Angeles, Cal.

The turf in every respect can be said to have reached its greatest prosperity—its highwater mark, in fact. There are many brilliant pages of turf history in the last ten years. It records the deeds of such famous horses, such kings and queens of the thoroughbred world, as Domino, Henry of Navarre, Clifford, Hamburg, Imp, Banastar, Ethelbert, Kinley Mack, Gold Heels, Admiration, Jean Beraud, Yankee, Watercolor, Endurance by Right, Nasturtium, Commando, Conroy, Cap and Bells, Irish Lad, Water Boy, McChesney, Africander, Hamburg Belle, Stalwart, Broomstick, Ort Wells, Delhi, Beldame and many others.

Peerless Beldame, the champion of her age last year, ranks as



J. PIERPONT MORGAN
Financier, Philanthropist, Yachtsman
New York

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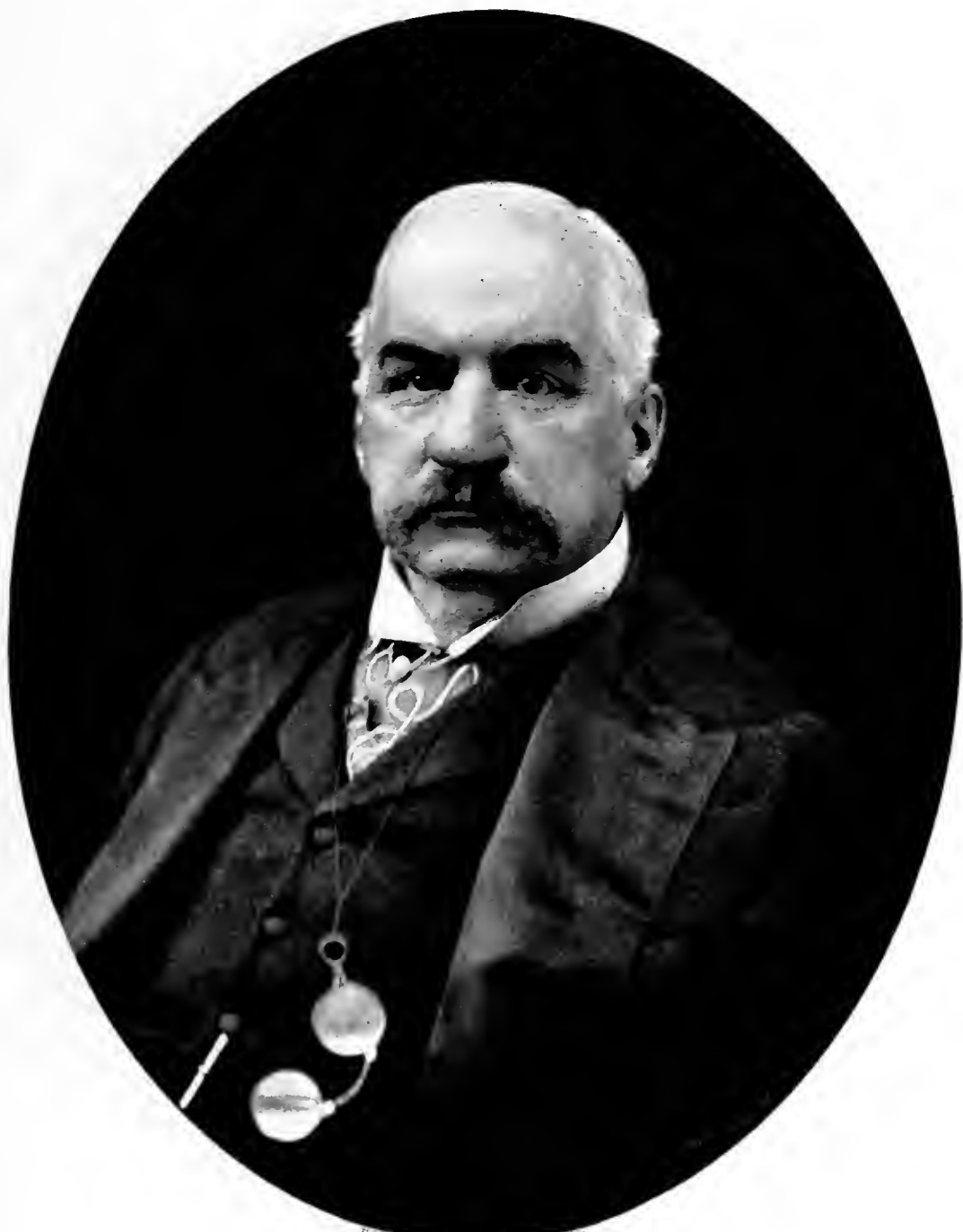
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the greatest filly ever foaled and raced in this country. One of the most striking performances in 1904 was when Broomstick made a world's record at Brighton Beach of 2:02 4-5 at a mile and a quarter, beating Irish Lad a head. This was some two seconds faster than the one and one-quarter mile record of ten years ago. The mile record is held in the West by Dick Welles. His time was 1:37 2/5.

The pacing record of 2:01 1/2 has been reduced in ten years by 5 1/4 seconds. It was held in 1894 by Robert J. In 1896 John R. Gentry reduced it from 2:01 1/2 to 2:00 1/2. Star Pointer brought it down to 1:59 1/4 in 1897. Dan Patch equalled that time in 1902, and in 1903 he reduced it to 1:56 1/4. The trotting record was reduced in the same period by exactly the same figures, 5 1/4 seconds. Alix held the record in 1894 of 2:03 3/4. The Abbot reduced the time to 2:03 1/4 in 1900; Cresceus brought it down to 2:02 1/4 a year later, and in 1903 Lou Dillon made the famous exhibition record at Memphis, Tenn., of 1:58 1/2. The unpaced record accepted in 1904 as the time mark, however, was 2:01, made by Lou Dillon, when she reduced the record of 2:01 1/4, made by Major Delmar.

GOLF.

The game of golf, at that time called "gouf," was first played on American soil at Albany in the year 1600. The game became such a nuisance that the Mayor of Albany issued an edict that it must be played outside the city and not in the streets, as too many windows were being broken. The game was not heard of again to any extent until 1894, when some Scotchmen at Yonkers began playing there. Soon after others took it up at Fox Hills, Staten Island. These players were so ashamed of their clubs that they used to carry them through the streets wrapped in paper. The St. Andrews was one of the first golf clubs started. Then followed in rapid succession the Richmond County Country Club, the Shinnecock Hills Club and the Country Club of Brookline, Mass. When the United States Golf Association was formed twenty-five clubs joined it as associate members, paying \$100 each. There are now some 300 allied members.

Women have been the chief factor in the organization and support of the golf clubs of the United States. No club in this part of the country has been a success without the admission of women. The Morris County Golf Club, of Morristown, N. J., was started as a women's club. They paid \$75,000 for the land for their links, ex-

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pending since in addition \$30,000 for more land and \$60,000 for a new clubhouse. The club has at present a membership of about 750. The Apawamis Club, of Rye, N. Y., has 600 members. They purchased their ground for \$50,000, spent \$20,000 more for land and \$70,000 for a clubhouse. This could never have been done without the sympathy, enthusiasm and influence of the women members.

The Baltusrol Club, of Short Hills, N. J., is another popular golf organization, which has a membership of something like 600, half of which is made up of women. The golf club at Englewood, N. J., has expended something like \$150,000 for land and a clubhouse, and the Ardsley Club, on the Hudson, \$125,000 for the house and \$75,000 for the course. The Country Club, of Westchester; the Knollwood Country Club, just out of White Plains; the Myopia Hunt Club, near Boston, and the Fox Hills Club, of Staten Island, are among other prominent clubs.

There are a number of public links, and probably the largest one in this country is that at Van Cortland Park, where there is an eighteen hole course. On Saturdays and Sundays in the season 800 players may frequently be seen there. Then there are the Forest Park links in Brooklyn, the Franklin Park links at Boston, and public courses at Toledo, Cincinnati and Cleveland, Ohio.

LAWN TENNIS.

The game of lawn tennis, first imported from England to America, has been Americanized, so to speak, especially in the service of the ball. Bob Wrenn directed the attack from the back of the court by long driving, making it impossible for an opponent to get the ball back. The reason given for the victory of American over British players is their versatility, or ability to play an aggressive game and at the same time to change their style of play at a moment's notice. The Dohertys were close students of the American game. It may be said in favor of the British players that they are more steady than the Americans, but the latter have always played a brilliant game.

There is an impression among those not familiar with lawn tennis that the game is a new one in this country, but as a matter of fact it has been played here for nineteen years. The records show that the best ten players in 1885 were R. D. Sears, J. Dwight, W. V. R. Berry, G. M. Brinley, J. S. Clark, A. Moffet, R. L. Beeckman, H. A. Taylor, F. S. Mansfield and W. P. Knapp. In the two following years R. D. Sears remained at the head of the list. In 1888 and 1889



MORRIS KETCHUM JESUP
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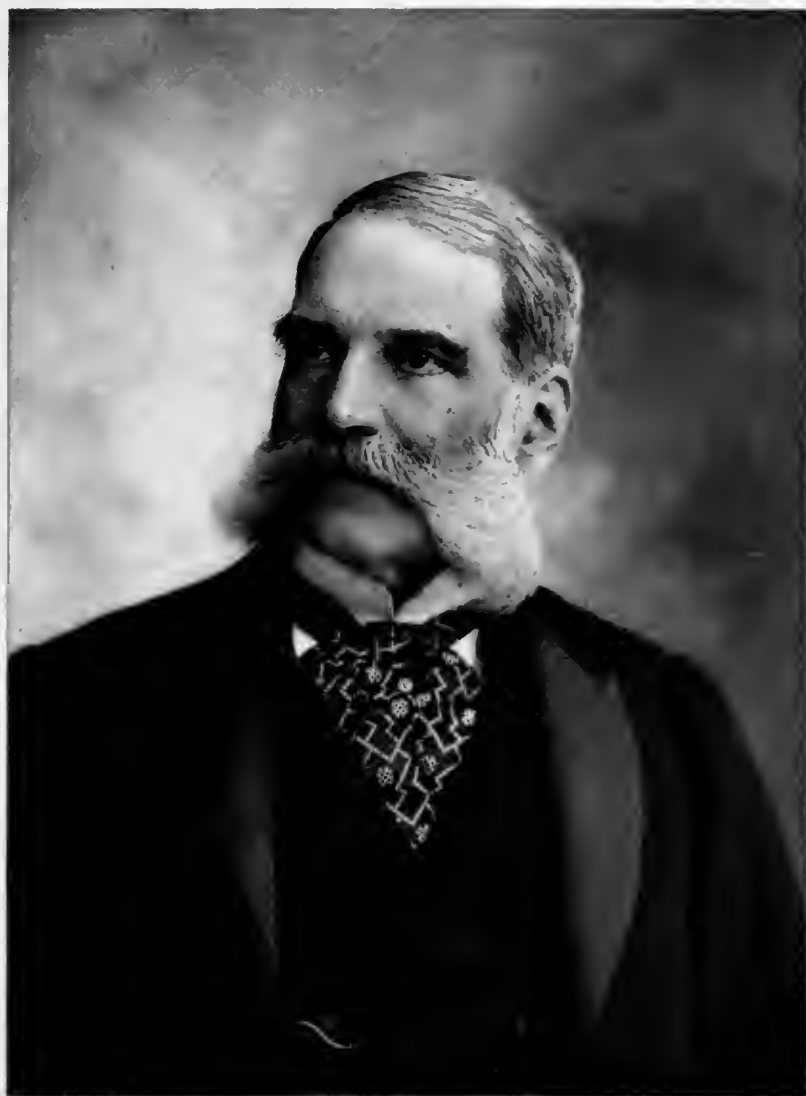
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President The Chamber of Commerce, N. Y.

The game of lawn tennis, first imported from England to America, has been Americanized, so to speak, especially in the service of the ball. Bob Wrenn directed the attack from the back of the court by long driving, making it impossible for an opponent to get the ball back. The reason given for the victory of American over British players is their versatility, or ability to play an aggressive game and at the same time to change their style of play at a moment's notice. The Dohertys were close students of the American game. It may be said in favor of the British players that they are more steady than the Americans, but the latter have always played a brilliant game.

There is an impression among those not familiar with lawn tennis that the game is a new one in this country, but as a matter of fact it has been played here for nineteen years. The records show that the best ten players in 1885 were R. D. Sears, J. Dwight, W. V. R. Berry, G. M. Brinley, J. S. Clark, A. Moffet, R. L. Beeckman, H. A. Taylor, F. S. Mansfield and W. P. Knapp. In the two following years R. D. Sears remained at the head of the list. In 1888 and 1889



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H. W. Slocum headed it, and for the next three years the name of O. S. Campbell led. In 1893, 1894, 1896 and 1897 R. D. Wrenn was No. 1. For the three years following M. D. Whitman came to the front, and in 1901, 1902 and 1903 W. A. Larned led the ten. F. H. Hovey was the leader in 1895.

In August, 1902, the second series of matches for the International Championship and the Davis Challenge Cup, played on the grounds of the Crescent Athletic Club at Bay Ridge, resulted in a victory for the American team by the small margin of three matches to two. W. A. Larned and M. D. Whitman, for the singles, and Holcombe Ward and D. F. Davis, for the doubles, were nominated by the United States National Lawn Tennis Association, the challenging team being R. F. Doherty, H. L. Doherty and Dr. Joshua Pim. This team was captained by W. H. Collins, the president of the English Lawn Tennis Association.

AUTOMOBILING.

Ten years ago automobiling was a myth. It was a Jules Verne phantasy on the edge of materialization. In 1895 an American, George R. Selden, of Rochester, N. Y., took out a patent for a combination of a gas engine on wheels, which is the fundamental principle of the modern motor car. In November, 1904, the biggest motor car factory in the world—the Daimler concern, which makes the famous Mercedes, regarded as the ne plus ultra of motordom—acknowledged the validity of this patent by paying tribute on every car imported from Germany to America.

Six years ago there was not more than a baker's dozen of automobiles in America. In November, 1904, in New York State alone there were between 14,000 and 15,000. The total number of cars in the United States at that time was estimated as over 60,000. Of these fully 90 per cent. were of American make, the remaining 10 per cent. representing in value, perhaps, the total exported, but in point of numbers hardly more than one in five. Sir Alfred Harmsworth, one of the earliest authorities on motoring in England, on a recent visit to this country expressed the opinion that American cars would soon control the markets of the world.

Seven cars started in 1900 in the first tour of the Automobile Club of America, from New York to Philadelphia. A horse was the advance guard of the only car that finished, and he was connected to it by a rope. In 1901 forty cars started on a trip to Buf-

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falo, which ended at Rochester on account of President McKinley's death. In 1902 fifty-seven out of sixty-two cars made the round trip between New York and Boston in good weather. The National Association of Automobile Manufacturers in 1903 held a reliability run to Buffalo, Cleveland and Pittsburg from New York. Twenty-three of the thirty-four cars that started reached Pittsburg in eight days. They went through the worst storm that had ever been recorded by the Weather Bureau. In 1904, under the management of the American Automobile Association, 375 persons travelled in eighty-five cars, of all makes, from New York, Boston, Philadelphia, Washington, New Orleans, Minneapolis, Kansas City, Buffalo and Chicago to St. Louis, where they were received in front of the Jefferson Hotel by 200 cars drawn up in line.

The first attempt at phenomenal record breaking was when Barney Oldfield cut down the mile record to 54 4-5 seconds at the Empire City Track. That was a world's record for all cars until William K. Vanderbilt, Jr., at Ormond Beach reduced it to 39 seconds. The latter course, however, was like a shot on a billiard table compared to the rough oval Empire Track. The big races in France were in 1899, from Paris to Antwerp; 1900, Paris to Bordeaux; 1901, Paris to Berlin; 1902, Paris to Vienna; 1903, Paris to Madrid. Many persons were killed in the last named race, and it was called off. S. F. Edge won the James Gordon Bennett Cup in 1902 in the Paris-Vienna contest, and took it to England. A German Mercedes car, driven by Jenatzy, and owned by Clarence Gray Dinsmore, won the cup in Ireland in 1903. In 1904 it was raced for in Germany, and Thery, in a Richard-Brazier car, took the cup to France. Oldfield, in his 60-horsepower Peerless, easily defeated Thery, Sartori and Bernin in 90-horsepower machines on the Empire Track, these being the ablest drivers of foreign cars. Two weeks later Frank Kulick, hitherto unknown, drove a 20-horsepower Ford that cost less than \$1,000, and succeeded in distancing both the Renault and F. I. A. T. cars at the same track.

In 1904 America entered into the road racing end of the sport. The Vanderbilt Cup race was over a course of 280 miles on the public highways of Long Island. Eighteen cars entered, of which thirteen were foreign and five American. The race was won by a Panhard (French), driven by George Heath, its owner. A Clement-Bayard, driven by Albert Clement, was second. When the race was called off, owing to the spectators crowding on the road, three out of the five American cars were still running, only one of the foreign



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of
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cars, except the winner and the second, being on the track. The car in third place was a 24-horsepower Pope-Toledo, while the two cars which outdistanced it were of 90 and 80 horsepower respectively.

ROWING.

In reviewing the history of rowing for the past ten years we find that surprising progress has been made in this class of sport. Many men have taken up rowing as a pastime. This is verified by the membership of the clubs. Today there are probably 100,000 members, where ten years ago 25,000 would have been a large estimate. The building of club and boat houses, costing many hundreds of thousands of dollars, shows that the higher classes are indulging in aquatics. Although not many records have been lowered, the high standard of rowing has been maintained, and the superiority of American oarsmen has been demonstrated in many ways. Cornell, Pennsylvania and Yale were defeated by the English oarsmen, but it remained for an American crew, sent over in 1900 by the National Association of Amateur Oarsmen, to win the championship of the world at the Paris Exposition, on the Seine, meeting the German, French and Belgian crews. The race proved that America is first in this class of sport, and the winning of the Diamond Sculls at Henley by Edward Hanlan Ten Eyck, an American bred boy, again demonstrated our prowess. The contests held under the direction of the National Association of Amateur Oarsmen have been of the most exciting kind, and lovers of the sport have not forgotten the great eight-oared shell races at Saratoga Lake in 1895, between the Tritons of Newark, the First Bohemians of New York, and the Minnesota Club of St. Paul. They made the world's record for the distance of one and one-half miles in 7:39½, lake water. The First Bohemian Club won, with only two seconds between the first and third crews.

Amateur rowing has been well developed by the colleges. No better illustration of this can be cited than the annual contest at Poughkeepsie each year, where crews from Cornell, Columbia, Wisconsin, Pennsylvania, Georgetown and Syracuse compete. These races are of the highest class, and are admittedly in advance of those given by our English rivals. The annual contests between Yale and Harvard on the Thames are also an illustration of the advance in American rowing.





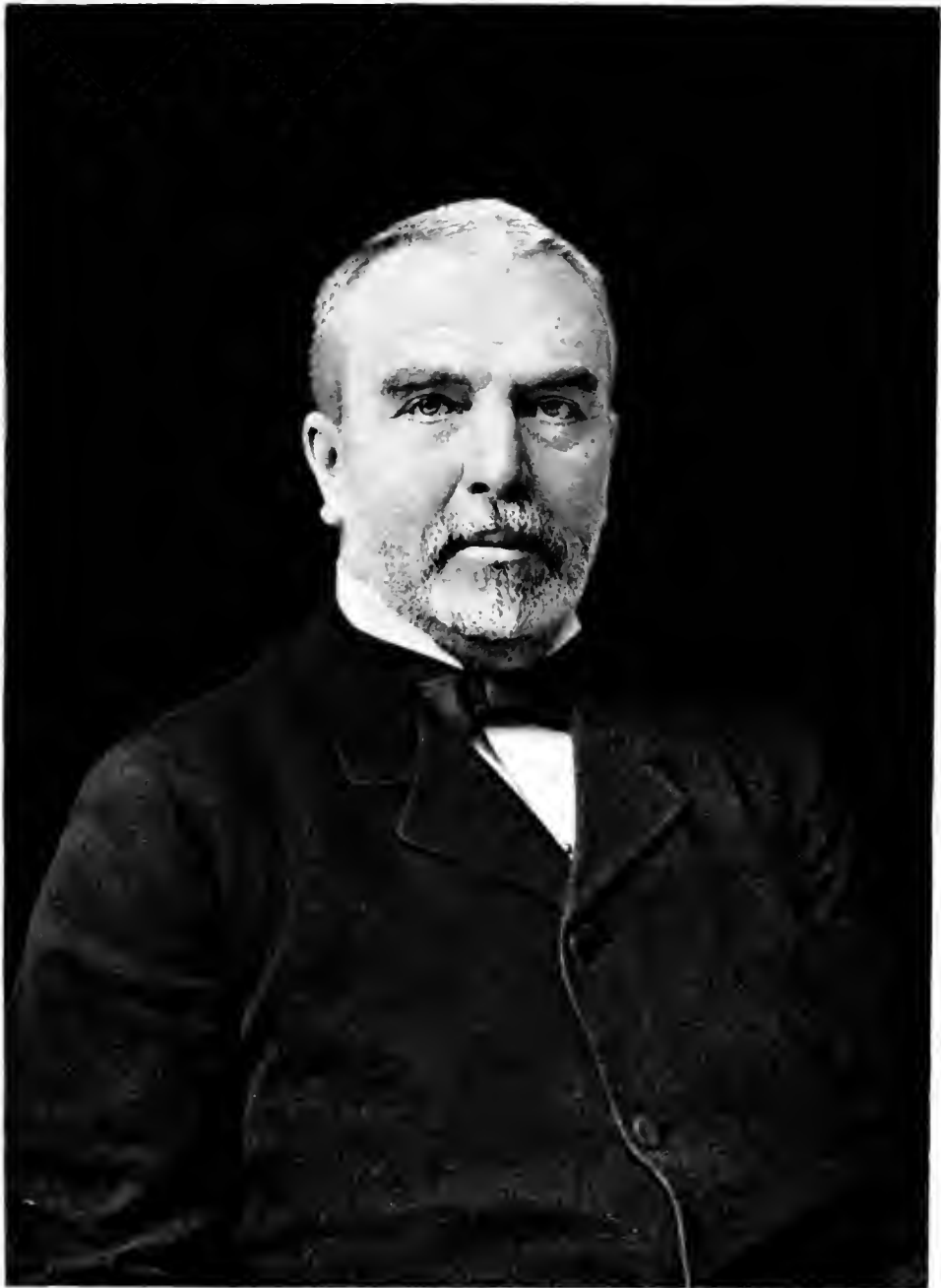
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PHOTOGRAPH BY E. OGDON CLINE

COMMERCE

By F. F. BURGIN,

Managing Editor New York Commercial.

The old Tontine Coffee House that formerly stood at Water and Wall streets, New York, was, a century ago, the headquarters of the merchants and ship owners of the city, and the favorite meeting place of the sea captains engaged in domestic and foreign trade. On the bulletin board outside the door were posted the sailing lists of vessels and public notices of various kinds, while in the snug office of the inn itself was kept a journal in which were entered bulletins of the important news of the day as received by mail or collected from the masters of recently arrived ships.

Although 200 newspapers were published in the United States in 1800 there were only a few of them that paid much attention to commercial affairs. One, the New York "Prices Current," founded in 1797, was the only paper in New York devoted exclusively to that subject.

As there were no telephone, telegraph or cable lines, and no special correspondents, the editors of the journals were compelled to rely entirely upon the captains of ships to keep in touch with the outside world. When the gleam of a white sail was seen in the harbor the more enterprising of the newspapers sent boats out to board the new arrival and obtain from her officers and crew the latest advices from foreign ports.

As a rule, however, the editors were in no such haste, but waited until the captain came ashore and went to the Tontine Coffee House to meet the owners of his vessel or to negotiate the sale of his cargo with the merchants. If the reporters did not happen to call at the inn while he was there, they could find his budget of news duly recorded by a clerk in the big book kept in the office. The captains were always ready to talk about their adventures abroad or to tell to listening ears such items of news as might be of interest to their hearers, because it gave them a certain notoriety that was to them extremely agreeable.

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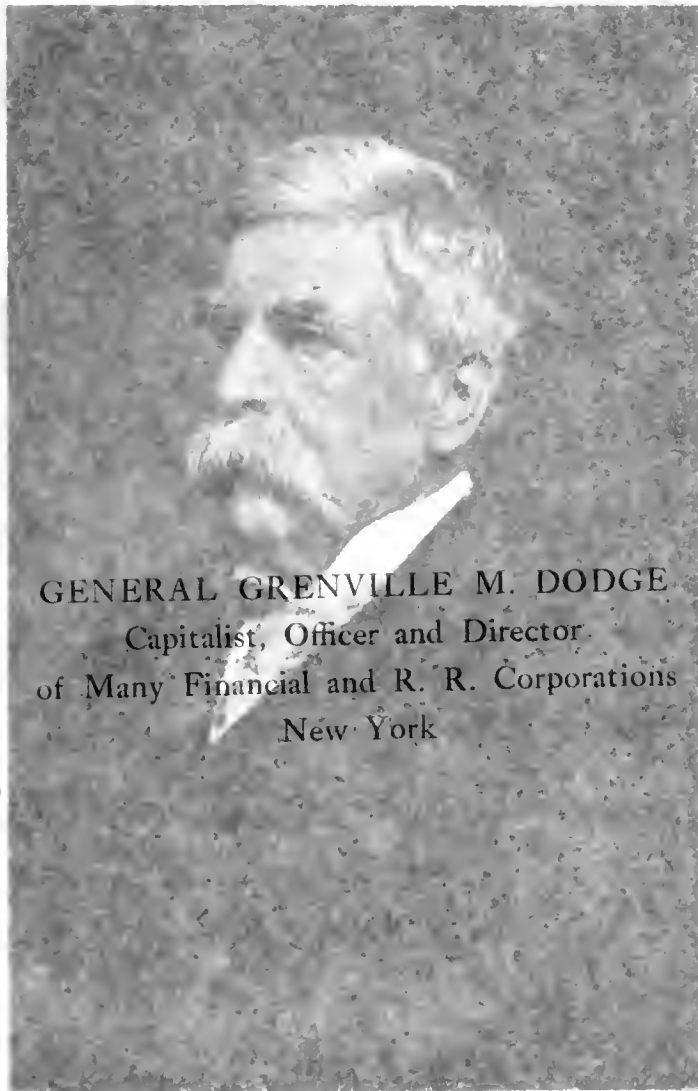
The intimacy that sprang up between the men of the sea and the newspapers in those early days of American journalism has been continued even to the present time, though perhaps not to the same degree as formerly, because the introduction of the electric telegraph has robbed the former of their prestige as news gatherers. They still, however, furnish the press with thrilling stories of their encounters with storms, hurricanes and tidal waves, but the happenings at the ports they have visited have all been reported days and even weeks before their arrival here.

The isolation that formerly attended the captain and the passengers of a ship making a voyage across the Atlantic or Pacific Ocean is now almost unknown, for by the aid of wireless telegraphy communication with the shore or with distant ships is possible by day and night. The financier keeps track of the sales of stocks in the great exchanges, the merchant learns the quotations on the goods he handles, the manufacturer ascertains the condition of the markets when hundreds of miles from land by means of Marconi's marvelous invention.

While the sea captain is no longer the important man he once was, to the newspapers at least, the industry he represents has become one of the most important with which the press has to deal. When the merchants met in the Tontine Coffee House a hundred years ago to confer on business matters and smoke their long stemmed pipes American commerce did not occupy a very important position in the world's affairs. The total tonnage of our merchant marine was only 669,921 tons. A treaty of peace negotiated by John Jay twelve years before secured to this country a commercial liberty commensurate with its position of material independence. Its beneficial effect was shown the following year in the doubling of the foreign trade of the United States.

But just as our merchants were beginning to get a strong hold on business abroad along came the famous Embargo of 1807, issued by President Thomas Jefferson for the purpose of compelling foreign nations to respect our rights abroad, which sealed up our harbors and killed the shipping industry for the next two years. Thousands of sailors were thrown out of employment, ships rotted at their anchorages and grass grew upon the once busy wharves.

The Embargo had been lifted only two years when there followed the War of 1812 and the blockade of the port of New York. Harassed although they were by these severe experiences the American merchants did not lose heart, nor were they idle. Deprived of opportunities to buy goods abroad they turned their attention to the devel-



GENERAL GRENVILLE M. DODGE
Capitalist, Officer and Director
of Many Financial and R. R. Corporations
New York

Photographed by S. A. 1/2

JOURNALISM

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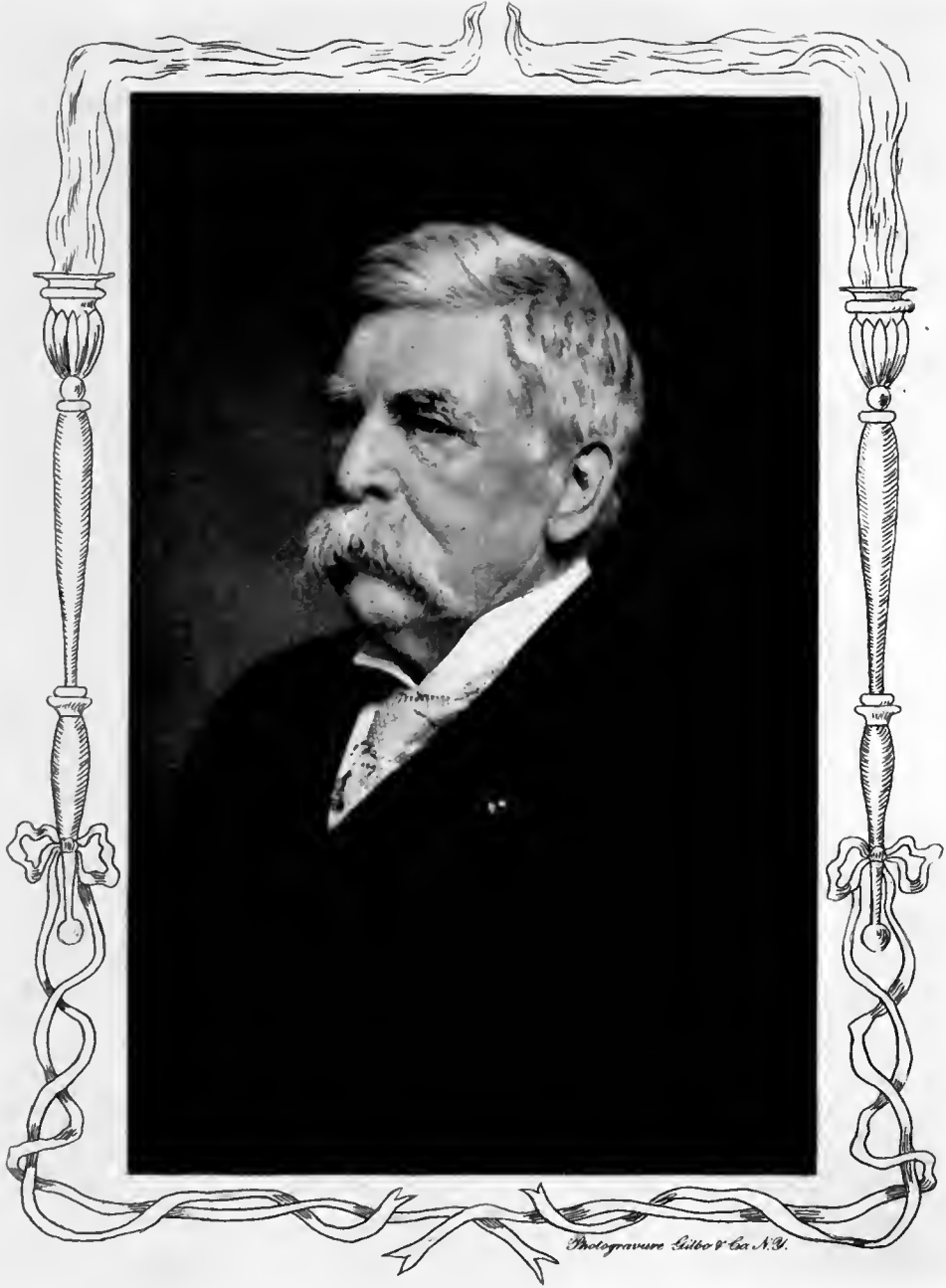
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Photogravure Lillie & Co. N.Y.

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opment of home industries. New York, which at that time was only half the size of Philadelphia, produced only \$225,000 worth of manufactured goods. Cotton and woolen mills were built. Capitalists saw that fortunes were to be made in supplying the American market with loom products for home consumption and put their money into the business.

For a while the manufacturers made fortunes, but when the War of 1812 ended, the English, in their endeavor to recover the trade they had lost, flooded the market with goods which they sold at prices far below those charged for the American products, and in a short time brought ruin to the owners of the mills.

But this state of affairs did not last long. Immigrants came over to America by the shipload, new cities were founded, and new enterprises were established to supply the needs of the inhabitants of this rapidly growing nation. Year after year the expansion in our manufactures continued, until now we have become the greatest producers in this line on earth, with New York, which in 1903 turned out \$700,000,000 worth of goods, as our commercial capital.

New York's supremacy in manufactures and in commerce is due principally to its situation and to the enterprise of its business men. No other city in the world is so favorably placed for carrying on an export trade. It has more than four hundred miles of water front. Its harbors are large enough to shelter at one time all the war and merchant ships of every nation. Railroads radiating from it to all parts of the continent bring to tidewater the cattle from the great plains of the West, grain from the fertile valleys of the Mississippi and Missouri rivers, iron and coal from Pennsylvania, gold and silver from Colorado and Montana, cotton from the southern tier of States, manufactures from New England, and agricultural products from Ohio and New York. It is the natural outlet of the export trade of America. Seven thousand vessels arrive here annually from foreign ports and 18,000 from coast cities and towns.

The Savannah, built by John C. Stevens of Hoboken, the first steamship to cross the Atlantic, was in 1819 the pioneer in the ocean express carrying trade. Her success was so pronounced that within ten years fifty steam packets ran into and from New York harbor. The first packet line of sailing vessels was the Black Ball line, established in 1816 by Isaac Wright & Son, Francis Thompson, Benjamin Marshall and Jeremiah Thompson. Then came the Red Star line in 1821, the Havre packets, Grinnell, Minturn & Co.'s London line, and the China and California packets. The founding of these lines gave a

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marked impetus to American trade with foreign countries, which was still further stimulated by the opening of the Erie Canal to Buffalo in 1825 and the Erie Railroad to Dunkirk in 1851.

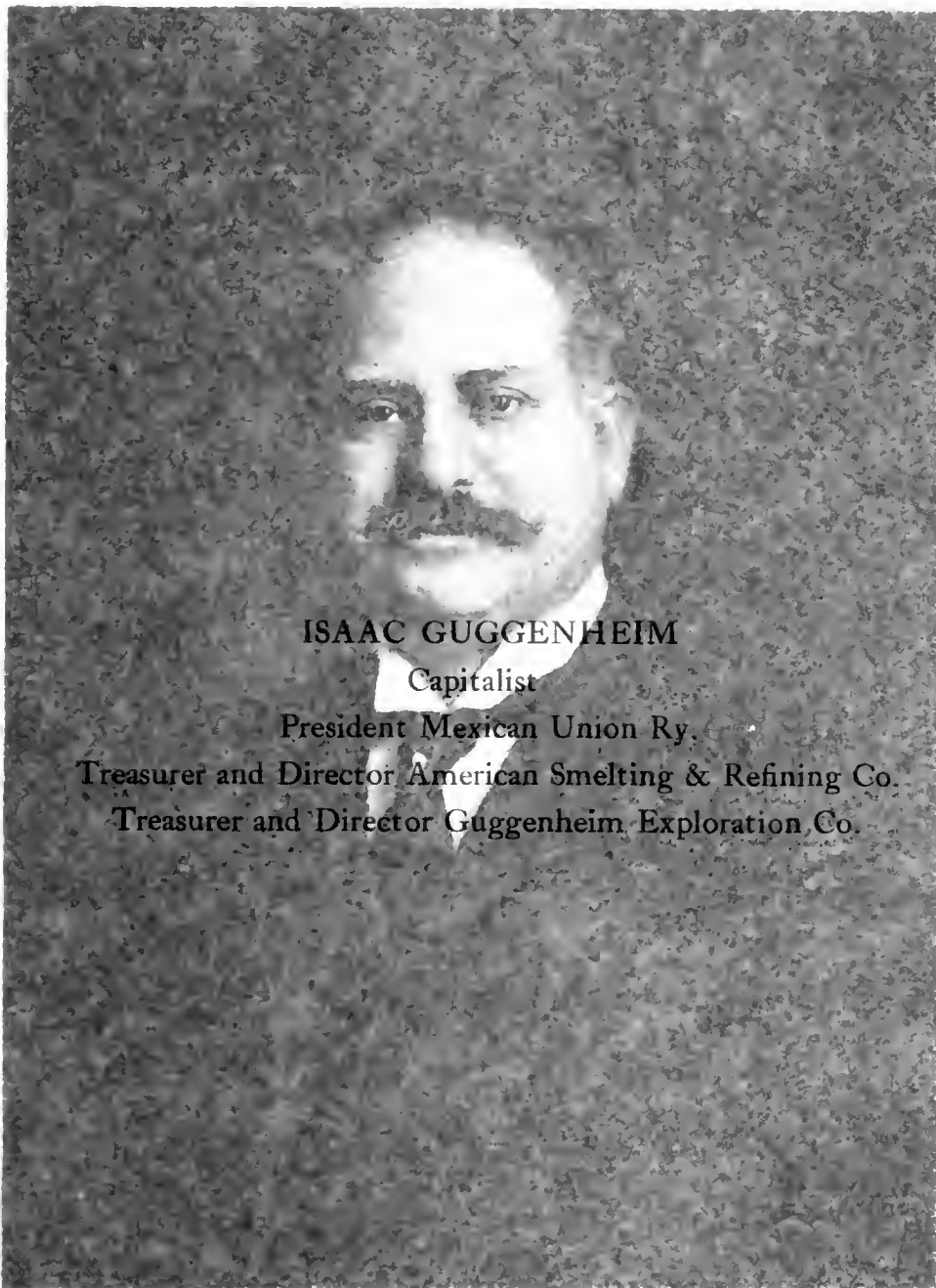
The year before the rebellion broke out the country's imports had risen to the astonishing amount of \$287,250,542, of which New York's share was \$188,790,066, and the exports to \$204,899,606, of which New York contributed \$118,267,177.

The expansion of American commerce since the war has been constant and rapid. Our manufactured products, and notably our agricultural implements and machinery employed for various industrial purposes, have the lead in the markets of the world. Grain, flour, oil, canned meats and fruits, iron and steel rails, musical instruments, cloth and many other articles are shipped abroad in enormous quantities.

Unfortunately the bulk of our exports and imports is carried in foreign bottoms. Congress has been appealed to again and again to encourage shipbuilding in America, but little has been done. Senator William P. Frye has been untiring in his efforts in behalf of the cause, but he has been unable to overcome the prejudices of his colleagues in either House. And so our merchant marine remains small and inefficient.

In the days of wooden ships America built the fastest and finest ships afloat. Today we have the facilities for building the best iron ships. When the United States, under the wise direction of Secretary of the Navy William C. Whitney, began the construction of our new navy, foreign engineers declared that we could not build first class battle-ships because we had not the necessary plants. In an incredibly short time we established the plants and began turning out such magnificently constructed engines of war that foreign nations were astonished at our enterprise and skill. The Spanish-American War showed what these ships can do in action. Should the United States become embroiled in war with one of the great powers there is not the slightest doubt that our navy will be able to hold its own, even with England, which has twice the number of fighting ships.

With the acquisition of the Philippines the United States has become a world-wide power. Our flag is now seen in nearly every foreign port. Our merchants are reaching out after new markets for their goods. We have a country whose resources are great enough not only to supply the needs of our own population of 75,000,000, but the needs of many millions of people in other lands. There is no good reason why the vast volume of foreign trade which we have built up,



ISAAC GUGGENHEIM

Capitalist

President Mexican Union Ry.

Treasurer and Director American Smelting & Refining Co.

Treasurer and Director Guggenheim Exploration Co.

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and which is bound to increase very rapidly during the next fifty years, should not be carried in vessels built and owned by American capital and manned by American seamen. If Congress will do its part toward bringing about this end our business men will certainly do theirs.

While fortunes are not made by shipowners quite as rapidly as they were in the days of the swift sailing packets, there is far less risk of loss. The element of speculation has been largely eliminated, thanks to the newspapers, which daily keep the merchants informed as to the condition of the markets of the world. If droughts ruin the crops, or fires destroy cities, or storms wreck vessels laden with supplies, or strikes interfere with the production of manufactures, or financial panics ruin communities, the exporters and importers learn all about these disasters through the public press as soon as they happen, and can take advantage of the news thus obtained to hasten or retard shipments, as circumstances may decide.

Commerce is, therefore, on a more secure foundation than it has ever been before. With the newspapers keeping track of its fleets of merchantmen on every sea, watching the barometer of trade and faithfully recording its rise and fall, and reporting every item of news that may help the merchant in his ventures, this great industry, commerce, certainly owes them a deep debt of gratitude for the prominence and success it has attained.





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REAL ESTATE

BY WILLIAM G. McLAUGHLIN.

The Indians who originally owned Manhattan Island sold it in 1626 to the Dutch West India Company for \$24 worth of beads, buttons and trinkets. Today, according to the official appraisers' report, this same tract of land, with the improvements made upon it, is worth the enormous sum of \$4,589,966,384. No city on earth can furnish such a remarkable example of rise in values in so brief a period.

New York has aptly been called the "Gateway of the New World." Nature seems to have destined it to become the continent's greatest metropolis, and the world's largest city. If made to order it could not have been better situated for carrying on both domestic and foreign trade. Its harbors are wide and deep. It has more water front available for loading and unloading cargoes than any other port. Lines of steamships have been established between it and every important coast city and every commercial centre abroad. Its facilities for the transportation of freight and passengers are unequaled. The West and the South pour the wealth of their mines, their fields and their workshops into Gotham's warehouses. They send thither their young men and women to be educated in her universities, her colleges, her technical and professional schools. The rich men and women who desire to obtain the best there is in life—in creature comforts, in art, in music, in the drama and in society—flock to New York.

If the tight little island of Manhattan were not so limited in area real estate values would not be as high as they are, although under any circumstances they would probably exceed those of any other city. It is because the island is so small and the demand for real estate is so great that prices are being pushed upward at a rapid rate. There are few lots left that can be purchased by men of moderate means. Nearly every foot of land from the Battery to the Harlem River is covered with buildings. The pressure of the demand for offices and for apartments has become so heavy, especially in the lower part of the city, and the land so valuable that the owners have been compelled to erect ten, twenty, and even thirty, story structures.

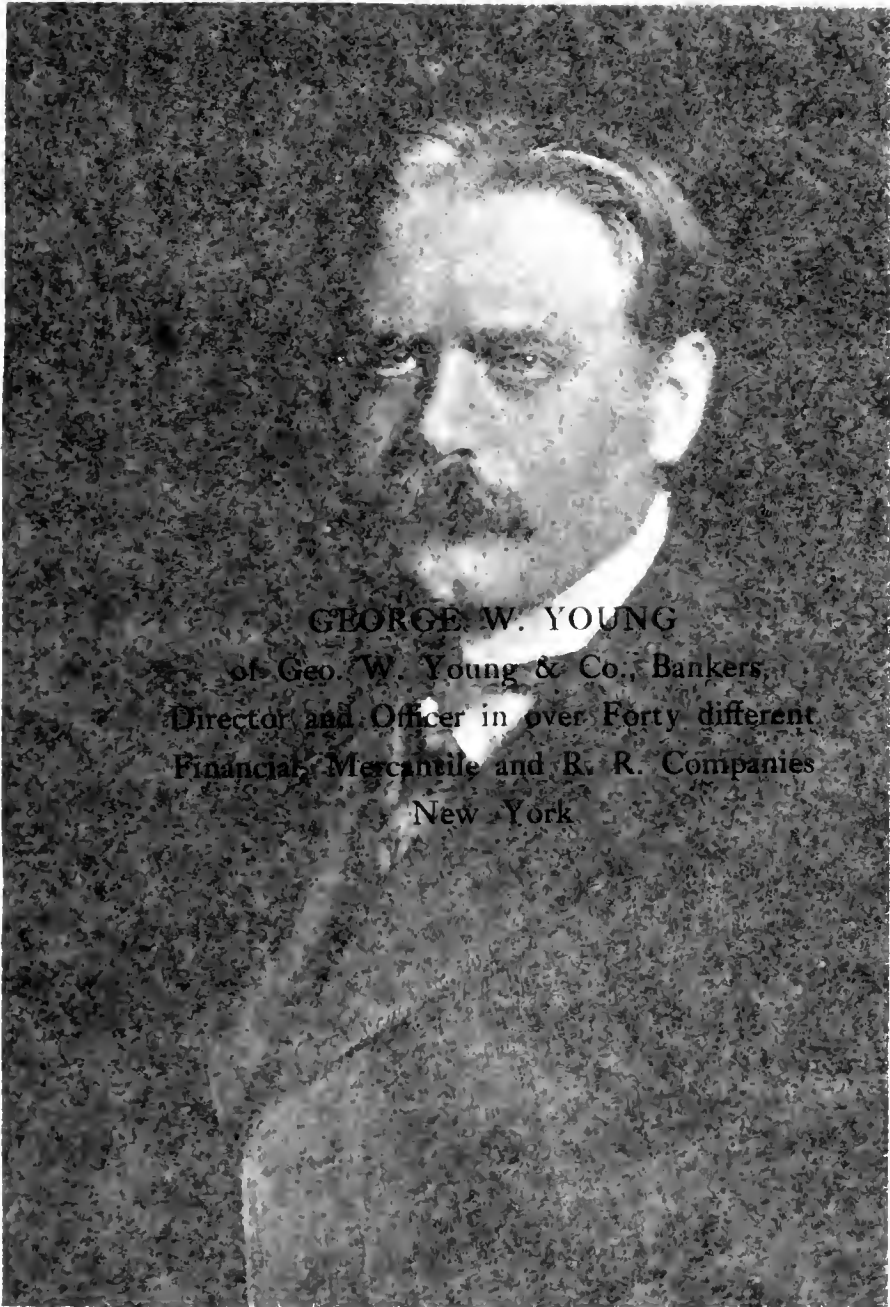
Another interesting phase of the real estate situation is the in-

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crease in corporate ownership. Previous to 1898 property in New York was held almost exclusively by individuals, by estates and by business firms. In that year the Central Realty Bond and Trust Company was incorporated to buy, sell and hold real estate. Its stock was readily placed, and the following year the Alliance Realty Company was founded as an offshoot of the former. Those corporations met with such signal success that others were floated, and the number has increased so fast that today there are no less than five hundred, of which the United States Realty and Construction Company, with a capital of \$60,000,000, is the largest. The organization of these companies is due to several causes, among which may be mentioned the colossal growth of the city, the rise in land values due to the increase of population and the expansion of trade, and the great altitude and area of modern buildings made possible by steel skeleton construction and passenger elevators.

The resultant of these land-values at fabulous prices and mammoth structures of immense cost has placed gilt edged real estate beyond the reach of the individual investor. Although New York has thousands of millionaires among her citizens, few of them are willing to venture more than \$600,000 to \$1,000,000 in a single real estate enterprise. Hence the necessity of forming corporations composed of many wealthy men when the erection of the great skyscrapers, which cost all the way from \$2,000,000 to \$8,000,000, is contemplated. It is inevitable that these combinations of capital will increase in number from year to year, until the greater part of New York real estate is owned or controlled by such corporations.

Real estate values on Manhattan Island are said to be more puzzling than in any other city in the United States. While the general tendency of prices is nearly always upward, there are districts in which the rise is much more rapid than in others. Sometimes stagnation strikes the market for property in one street, without apparent cause, and no sales are recorded for months at a time, while in the adjoining street sales at advancing prices are made every day. The most valuable pieces of real estate in New York are the northeast and southeast corners of Wall street at Broadway. The south corner lot, containing an area of 1,200 square feet, was recently sold at \$600 a square foot. The land upon which J. Pierpont Morgan's office is situated, at the southeast corner of Broad and Wall streets, is appraised at \$400 a square foot. One block farther east lots are worth \$200 a square foot, at Pearl \$75, at Water \$50, and at South street and the East River \$40 a square foot. Land on the west side of Broadway in this district



W. F. R. 1111

PHOTOGRAPH BY E. J. LORING

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crease in corporate ownership. Previous to 1898 property in New York was held almost exclusively by individuals, by estates and by business firms. In that year the Central Realty Bond and Trust Company was incorporated to buy, sell and hold real estate. Its stock was readily placed, and the following year the Alliance Realty Company was founded as an offshoot of the former. Those corporations met with such signal success that others were floated, and the number has increased so fast that today there are no less than five hundred, of which the United States Realty and Construction Company, with a capital of \$60,000,000, is the largest. The organization of these companies is due to several causes, among which may be mentioned the colossal growth of the city, the rise in land values due to the increase of population and the expansion of trade, and the great altitude and area of modern buildings made possible by steel skeleton construction and passenger elevators.

The resultant of these land-values at fabulous prices and mammoth structures of immense cost has placed gilt edged real estate beyond the reach of the individual investor. Although New York has thousands of millionaires among her citizens, few of them are willing to venture more than \$100,000 in a single real estate investment. Hence the necessity of forming corporations composed of many wealthy men when the erection of the great skyscrapers, which cost all the way from \$2,000,000 to \$8,000,000, is contemplated. It is inevitable that these combinations of capital will increase in number from year to year, until the greater part of New York real estate is owned or controlled by such corporations.

Real estate values on Manhattan Island are said to be more puzzling than in any other city in the United States. While the general tendency of prices is nearly always upward, there are districts in which the rise is much more rapid than in others. Sometimes stagnation strikes the market for property in one street, without apparent cause, and no sales are recorded for months at a time, while in the adjoining street sales at advancing prices are made every day. The most valuable pieces of real estate in New York are the northeast and southeast corners of Wall street at Broadway. The south corner lot, containing an area of 1,200 square feet, was recently sold at \$600 a square foot. The land upon which J. Pierpont Morgan's office is situated, at the southeast corner of Broad and Wall streets, is appraised at \$400 a square foot. One block farther east lots are worth \$200 a square foot, at Pearl \$75, at Water \$50. and at South street and the East River \$40 a square foot. Land on the west side of Broadway in this district



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is much less valuable. At Greenwich and Rector streets, one block distant, it is worth \$25 a square foot, and at Washington street \$10.

Further uptown land west of Broadway on Fourteenth street is worth two and three times as much as it is on the east side. Lots directly opposite the Grand Central Station are appraised at \$50 a square foot, while 350 feet east on Forty-second street they are worth only \$20 a square foot.

The upper end of the island on the West Side, known as Cathedral and Washington Heights, has recently had a remarkable boom. Unimproved property is selling at ten times the figures quoted a few years ago. The advance is due to the erection of the magnificent buildings of the St. Luke's Hospital and the beginning of the work on the new Cathedral of St. John the Divine, which is to be the grandest ecclesiastical structure in America. Along this ridge is also located the Columbia University and the New York University buildings.

The above figures show what a wide difference there is in values in the same district in different parts of the city. These variations are by no means confined to any one part of the island, but may be found in all. It can, therefore, readily be understood that the man who operates successfully in real estate in New York city must possess an infinite amount of exact information. He must be able to acquaint himself with the entire history of every plot of ground he buys or sells. If the title be defective, if there have been any recent changes in ownership, if there be any mortgages or other claims against the property, it is his business to find it out.

But after he has learned all he can about the property, and has ascertained its real and prospective value, the real estate agent or operator, as the case may be, must find a customer. The one great, indispensable and invaluable service the newspapers perform is to provide the market. They bring the buyer and the seller together. A man with money in the bank reads in the real estate column of his morning or afternoon paper that property in a certain locality is increasing rapidly in value. He finds the statement reiterated in another daily and is duly impressed. He decides that it might not be a bad idea to invest some of his cash in lots in that part of the city. In glancing over his newspaper a few days later he sees the advertisement of a dealer offering for sale just what he wants. He calls on the agent, finds the price and terms satisfactory, and closes the deal. It is safe to say that nine-tenths of all the sales of real estate effected in New York are traceable directly or indirectly to newspaper influence.

Next to the advertisements of the merchants those of the real estate

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men are the most numerous. The transfers and sales of a day often fill three and four columns of space. The rapidity with which changes in ownership take place is surprising. A single piece of property has been sold three and four times in one week. The story is told of a man who saw an advertisement of a house for sale in a Sunday newspaper, and called on the agent the next day with a view of purchasing it. Much to his disappointment he found that it had already been sold. As his heart was fixed upon possessing the property he started out to find the new owner. He did not find him until the next day, and then only to learn that he had disposed of it to someone else. Determined to secure the property for himself the man continued his search, but so many times did it change hands that it was not until Saturday that he had the satisfaction of seeing its real owner.

The newspapers have much to do with fixing the values of properties. Let a few paragraphs be printed for a week or two that a certain district is becoming fashionable as a place of residence; let others pointing out its desirable features follow, and within a short time prices will begin to climb skyward. On the other hand, if the newspapers publish articles derogatory to a neighborhood it will not be long before values will be depressed.

The influence of the press is so strong in this direction that real estate operators are continually offering for publication items of news that will have a tendency to enhance the value of their holdings. It is the duty of the real estate editor to keep out of his department any articles of a purely advertising nature. Should he become careless in the matter he will receive a warning from the business office.

All of the great dailies publish real estate news, but the Herald, Times, and Evening Post devote more space to the subject than the others. Besides the general gossip of the field these present lists of sales, building plans, alterations, recorded transfers, recorded mortgages, mechanics' liens, satisfied mechanics' liens and lis pendens records. The cost of obtaining this news is considerable, as it requires the constant service of from three to five reporters. If the real estate men were obliged to collect this information themselves it would cost them from \$100 to \$150 a week each. Now they can get it all for eleven cents a week in their morning or afternoon newspaper.

Not only do the newspapers take the place of an exchange for real estate transactions, but they furnish a forum for the free discussion of topics bearing upon the general subject. They take the lead in advocating public improvements, such as sewers, paved streets, railroads, the proper illumination of the public thoroughfares, an abund-



JOHN B. McDONALD

Vice-President Metropolitan Securities Co.
General Contractor and Builder of the New York Subway

JOURNALISM

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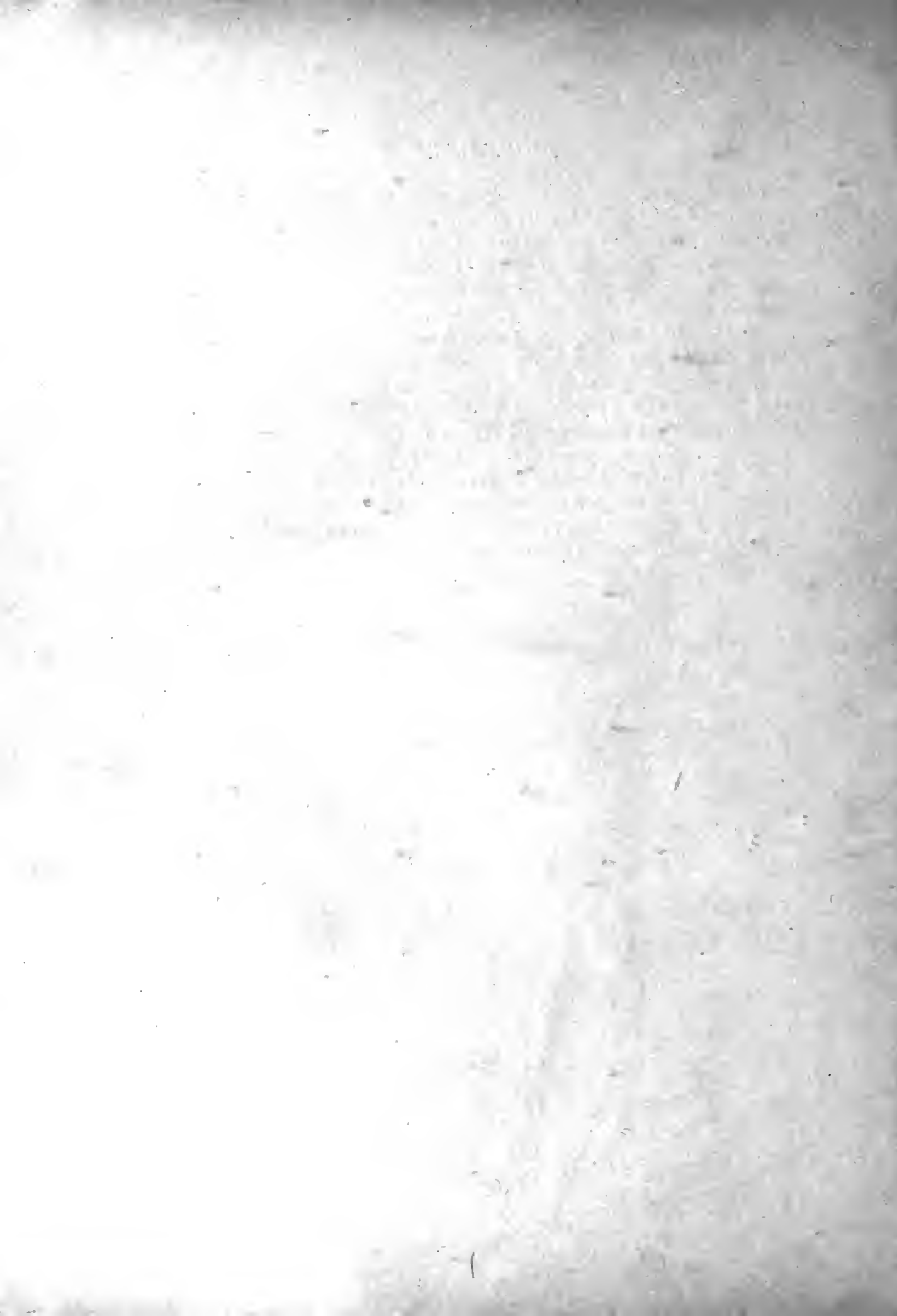
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ant water supply, etc. When adopted and duly established these improvements enhance the value of the property to which they are tributary. If the city neglects to clean the streets, keep the sewers in repair, or provide a sufficient supply of water for domestic or fire purposes, the newspapers call attention to the fact and the officials are spurred to action.

The great Subway, recently opened, which has already done more to raise real estate values in the Washington Heights and Bronx districts than anything else in recent years, owes its existence to the persistent efforts of the press to induce capitalists to co-operate with the city in providing suitable rapid transit facilities for the increasing population. The newspapers are not engaged in the real estate business, and it is not their mission to serve those who are, any more effectively than those engaged in other lines of trade, but they realize that the subject interests a large part of the community, and that it is their duty to publish the news concerning it.





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CHARLES I. HUDSON
Charles I. Hudson & Co.
Bankers and Brokers
Members New York Stock Exchange



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INSURANCE

BY ARTHUR E. HARRELL,
Editor of The Insurance Critic.

The "Arabian Nights" contains no more striking tales of accumulated wealth than may be found in the annual reports of the leading life insurance companies of America. It seems almost incredible that financial institutions of any kind can accumulate assets of such stupendous magnitude.

According to statements made to the New York State Insurance Department for the year ending December 31, 1904, the assets of the Mutual Life were \$440,978,371; those of the Equitable Life, \$413,953,020; those of the New York Life, \$390,660,260, and of the Metropolitan, \$128,094,315.

Some idea of the extent of the resources of these companies may be obtained from a statement that the Mutual Life Insurance Company's assets exceed the combined assets of the Bank of England, the Bank of France, the Bank of Germany and the Bank of Russia by \$224,017,182.

The possession of these fabulous sums of money naturally makes the companies the targets of all sorts of attacks. Legislatures try to hold them up by introducing bills that will hamper them in carrying on their business or will relieve their strong boxes of some of the cash they contain. Publishers of disreputable newspapers endeavor to blackmail them by threatening to publish broadcast serious charges against their officers unless they be placated by orders for advertising or receive large sums of money for their suppression.

Owing to the extraordinary care employed in the selection of the boards of directors and the officers of these institutions these assaults on the treasury funds have in nearly every instance proved unsuccessful. The loans and investments are made by expert financiers only after they have undergone the most searching investigation.

The administration of the affairs of these companies is in the hands of the ablest men that money can secure. The agents, to whom is delegated the most important service connected with the business

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—that of securing new policyholders—are picked men who have been selected from thousands of applicants for their special aptitude for the work.

The organization is, in each instance, as nearly perfect as care, experience and liberality can make it. The salaries paid are probably larger than those in any other business. As results depend upon brains, and not upon machinery, it is imperatively necessary that only men of the highest character and ability shall be employed.

Owing to the nature of insurance the daily newspapers contribute less to its extension than to most other departments of human endeavor. Experience has shown that business can only be secured by personal solicitation. The selling of insurance is not like the selling of land, patent medicines, merchandise or any of the necessities or even luxuries of life. Men must be called upon at their homes or places of business, and each case individually considered. Arguments must be submitted, questions answered and the various policies issued by the companies duly discussed.

Not infrequently a dozen interviews must be had before the person is finally induced to take out a policy. It is not denied that some people might be persuaded to take out life insurance through appeals published in the newspapers, or by means of circulars or pamphlets, but it is claimed that it would be slow and costly work. The statement made in regard to the life insurance companies applies also to the fire, marine and other insurance companies.

The newspapers, however, render a valuable service to the insurance business in three directions. First, in securing agents; second, in providing data upon which to base personal appeals, and third, in making public, according to law, the financial statements of the several corporations. It is not the easiest thing in the world to get the right kind of agents. Most of them are secured through advertisements inserted in the insurance publications and the daily and Sunday newspapers. The men who prepare these advertisements for the daily papers understand their business. They know how to put them together in such a manner that not one person in a hundred who answers them knows that the employment offered is the soliciting of insurance.

The reason for disguising the character of the business is that many persons are prejudiced against any occupation that requires canvassing. Nevertheless there are thousands of agents engaged in the work today who belong to this very class. They come from many walks of life. Some have been ministers, actors, journalists, lawyers,



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merchants, clerks, grocers and carpenters. They were led to call upon the superintendent who inserted the advertisement, and by him were induced to take up the occupation of an agent, which they afterward found to be congenial and satisfactorily remunerative.

As the newspapers in printing the news of the day give accounts of accidents, fires and deaths, the agents are able to make practical use of them in soliciting insurance in the cities or neighborhoods in which the events occur. They furnish object lessons of a most impressive character. A big fire or an epidemic of disease is often the means of arousing hundreds and even thousands of people to take out policies.

At least once a year, and occasionally oftener, the insurance companies use half or whole pages in the daily newspapers for presenting financial statements showing their resources and liabilities. The publication of these statements serves a double purpose. They fulfill the requirements of the law, and in addition acquaint the financial public with the exact condition of the companies. In addition, if the reports are satisfactory they strengthen the confidence of policy-holders in their administrative officers, or, if unsatisfactory, arouse them to action.

It is to the trade press, however, that the insurance companies owe the greatest debt of gratitude for help rendered by journalism. According to Ayer's "Newspaper Annual" there were in this country last year, 1904, sixty-six weekly, semi-monthly and monthly periodicals devoted to the insurance business. Of these about fifteen are issued by the companies, the others being private enterprises. There are few businesses or trades that are so extensively or so ably represented.

As the circulation of these periodicals is confined to persons engaged in the insurance business or in financial operations, it follows that the public knows little concerning them. It should not be concluded on this account, however, that the service rendered the companies is small, and therefore inconsequential. On the contrary, the trade press has become an important factor to their success. Its chief objects are to discuss the vital questions affecting the different kinds of insurance; to investigate new companies; to run down and expose wildcat and bogus institutions that are preying upon the public; to formulate and advocate just laws for the control of the business, and to oppose vicious or harmful legislation; to defend the companies when they are attacked by "strikers"; and to instruct and aid the agents in the field.

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It will be seen from the foregoing that the insurance trade papers have a most important mission to fulfill. In a field in which there is so much competition for business it is natural to suppose that some of them have a hard struggle for existence, and that others earn handsome returns for their services. Papers are frequently started by men who want to "work" the companies. After making repeated efforts to win their support, sometimes even descending to attempted blackmail, they are driven to the wall by the publicity given them by reputable and representative journals.

The tone of the insurance press is dignified and scholarly. The editors of the more important periodicals are, as they should be, experts in the business, and well qualified to give counsel to those who manage the affairs of the large companies. This is why their utterances receive such respectful consideration.

Each of the large insurance companies publishes a small but carefully edited paper of its own for the use of its superintendents and agents. These papers contain information of a practical nature—lists of death and accident claims, or fire losses paid during the previous month; arguments that will help those engaged in soliciting business, and discussions of the advantage of the different policies issued by the companies.

The Mutual Life publishes *The Statement*, edited by C. J. Smith; the Equitable, *The Record*, edited by Frank F. Edwards, and the New York Life, *The New York News*, edited by James Hudnut.

The general periodicals include among others *The Spectator*, *The Insurance Record*, *The Weekly Underwriter*, *The Insurance Critic*, *The Insurance Press*, *The Insurance Journal*, *The Baltimore Underwriter*, and *The Standard*, of Boston.



WM. B. SHOEMAKER
of Shoemaker & Bates
Bankers and Brokers

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THE CIRCULATION DEPARTMENT

BY CHARLES D. PLATT,

Formerly Circulation Manager of the Commercial Advertiser.

The mere distribution of a newspaper is not the highest order of circulation work. A successful circulation manager should be able to make "two blades of grass grow where one grew before," and in order to do that he must necessarily be an active factor in the councils of the paper. A paper may be ever so promptly and widely distributed and yet lack purchasers. The newsboys and newsdealers may be induced temporarily to push the paper forward into notice, but without a life-giving policy behind it all efforts to permanently establish that paper would be futile.

A circulation manager who has a knowledge of what sells the papers, although he may not be able to produce "copy," should be considered as one with his ear to the ground and his finger on the pulse of the people. Some of our bright newsboys might give pointers to the editorial force as to what actually sells the papers and how their position could be strengthened in that respect. One of the highest salaried and most efficient circulation men in New York started as a newsdealer. He not only possesses great executive ability, but knows what is needed to maintain the paper in the front rank.

In the newspaper world the circulation manager is a factor of comparatively recent development. A few years ago he was unknown, but today he may be found in the office of every large daily, weekly and magazine. Circulation managers now have a national organization that holds annual conventions and have a paper devoted solely to their interests. One of the greatest of metropolitan dailies publishes the name of its circulation manager on its editorial page, and has recognized his services by sending him abroad and by presenting him with substantial gifts.

The papers of great circulation cater largely to women and children, the idea being that dailies read in the home are of greater value to advertisers because the purchasers for the household are of the gentler sex. Every story with a woman in it is "played up," and it

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has become largely a question of "the woman in the case"; or, as the detective stories put it, "look for the woman."

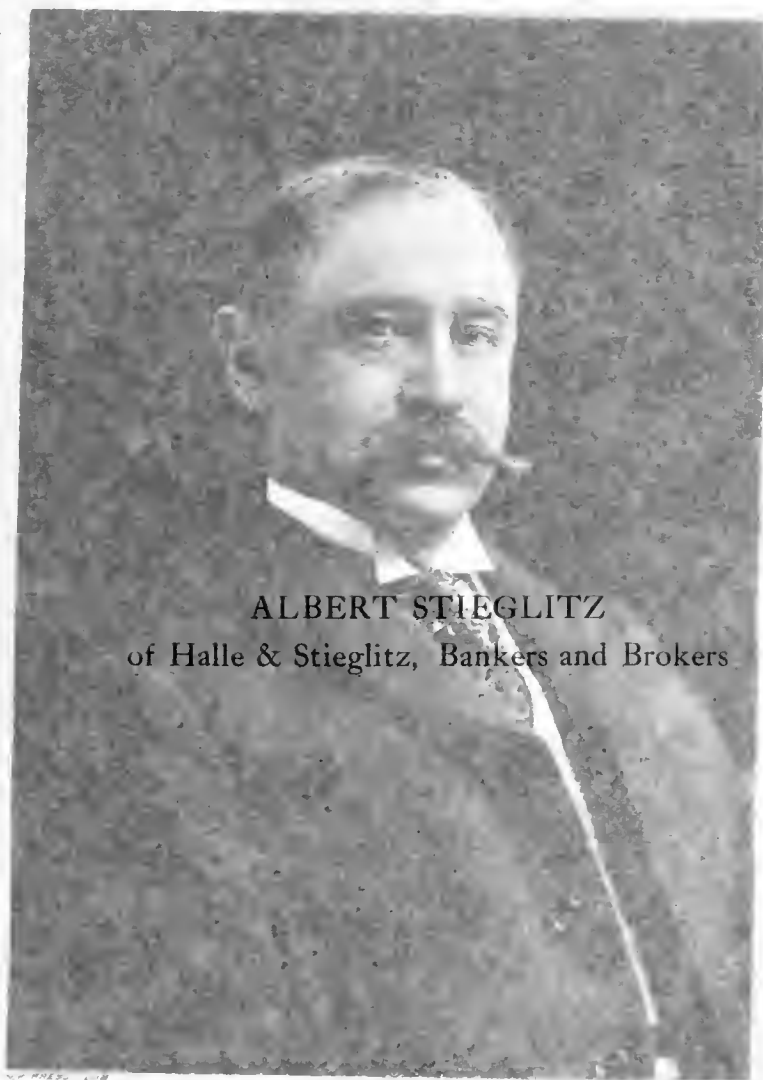
The comic supplements of the Sunday papers are eagerly sought for by the children, and the choice of a paper for the household is frequently determined by the prominence given to "Buster Brown," "The Yellow Kid," or some other youthful favorite. Human interest stories have always been recognized as circulation builders. When James Gordon Bennett, Sr., was once violently assaulted in the public street, he immediately rushed to the office and put the story into print, although somewhat derogatory to himself, simply because he thought the story would sell papers. Editorials do not play the important part in the circulation of a paper that they did in the days of Greeley and Dana, although there are exceptions, notably those of the New York Journal, which are widely read by the masses.

When Joseph Pulitzer writes a page editorial on a subject of national importance an extra demand for that particular issue is created; but of the great editorial lights there are "only a few left," apparently, and they can be counted on the fingers of one hand.

The "Want" ads are circulation builders, and a paper that is pre-eminent in that respect usually leads in the sale of copies. Five years of good, hard work, with the right ideas and policy, and the requisite amount of money, is about the time required in New York city to put a paper on its feet; that is, to secure the circulation which brings the advertising and a full treasury. A prominent newspaper that put a vast and corrupt political machine out of business and afterward fell upon evil days was on the verge of collapse when a farseeing, liberal minded man came up from the South and, with able assistants in every department, made it once more a splendid success in about the time specified.

In starting a new paper vast sums of money have sometimes been expended in circulation work—gaudy wooden stands have been given to newsdealers, quartets have been hired to sing the praises of the paper through the streets, stereopticon pictures advertising the paper have greeted the eye at night and ornate posters and billboards by day. Orders for free papers for a month's trial have been widely distributed and large forces of men have been sent out of town for hundreds of miles around to deliver enormous bundles of papers daily from house to house. Then began the personal canvass for subscriptions, in which hundreds of people were engaged at a good salary.

Of the various inducements to readers in the shape of sheet



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music, cut-outs, lithographs, books, trading stamps, transformation pictures, etc., much could be written, but it seems to be a basic truth that any offering to the public must be an integral part of the paper to be of permanent value. It has been said that a magazine to be successful must have some of the characteristics of a newspaper, and a newspaper must be more or less of a magazine. Any one who has been a careful observer of both has been struck with the truth of this statement. The newspapers have borrowed many features from the magazine, notably the Woman's Department and the serial story, which sell many copies of the afternoon issues.

The press photographer plays an important part in the production of a modern newspaper. From the circulation point of view he is a most valuable acquisition in the journalistic field, for a picture can at times tell the story better than words, and catches the eye more quickly. Recently a number of the dignified class-papers have started art departments, and now enliven their pages with excellent illustrations which no doubt favorably affect their circulation. The afternoon paper of a high class and limited circulation appeals more especially to business and financial men. The celerity with which the Wall Street edition of such a paper is distributed within the half hour after the close of the Stock Exchange is remarkable, and demands careful planning and close attention, as the competition is very keen. In every office the forms are held open until the last possible minute for news, and not a second is wasted in handling the papers when they come from the pressroom. In the case of a great game of football, for instance, Yale and Harvard, the presses are made ready, some with headlines announcing that "Yale Wins," and some with "Harvard Wins," so that in case of a close finish no time will be lost in starting to print when the result is received.

In distributing the afternoon papers the essential thing is to be first with the news whenever possible. This is more particularly desirable in the Wall Street and the baseball editions. Quick work is also required in catching the mails, and a speedy and accurate force of mailers in the mailing room is as essential as expert work in the composing room.

The drivers of the delivery wagons and the carriers play an important part in the circulation scheme, and are selected with great care. They have formed themselves into a union which has strengthened their position and added considerably to their material benefit.

I have not the time or space to tell of the many devices and artifices used by the circulators to outwit each other and further the

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interests of their respective papers. It is hardly necessary to say that diplomacy and tact, forcefulness and resourcefulness must be employed by them as by those engaged in the other departments. Many a midnight ride through cold and rain, many a night of lost sleep and insufficient food, many a lonely vigil has had as its only reward the consciousness of work well and faithfully done. It can be said that, taking it all in all, there is more faithfulness to the best interests of "de pape" to be found even in the humblest carrier than is displayed by the average employee toward the business house or factory that pays him his wages.



THOS. W. HALL
President American Hide & Leather Co.

NY PRESS CO

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PULPIT AND PRESS

BY FRANK L. BLANCHARD.

Of the many influences that have swayed mankind from the earliest times, none until recently have been more potent than the pulpit. Invested with the authority of the Church, and acting as the accredited interpreter of the Word of God as presented in the Holy Scriptures, the utterances of the clergy have been received by the people with reverence and with an unquestioned belief in their authority and truth.

Beginning in the days of Abraham the priests led in secular as well as in religious affairs. They established rulers and drove them from power; they built and destroyed cities; they commanded, and kings obeyed. The men in whom the people trusted were not always worthy of that trust, but, as learning was for centuries the exclusive prerogative of the priests, the common people were ignorant, and knew not how to improve their lot or escape from the mesh into which they had been drawn.

Through the abuse of power the clergy of the Middle Ages became corrupt. Religion degenerated into a farce; the services were ludicrous and even blasphemous, and the holy office of the priesthood was but a cloak for criminal practices of a most dangerous and disgraceful character.

The Reformation came when it was most needed. It swept over Germany, France and England with irresistible force. Luther, Melancthon, Calvin and Knox bravely attacked the evils of the Church, and did not cease their efforts until their cause had triumphed.

Purified of its vicious elements, the Church once more resumed its rightful place in the world. The pulpit again commanded the respect of the people. From this time on the religious teacher became a most potent force in upbuilding and in extending the work of humanity.

The pages of ecclesiastical history record many instances illustrating the power of the clergy to sway men's minds. Who can forget the story of Savonarola, who, although handicapped by a harsh

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voice and a diminutive stature, so aroused the people by his eloquence that no church in Florence could hold those who wanted to hear him preach? Applying the visions and prophetic denunciations of the Apocalypse to the vices and corruptions of the pagan Renaissance in Italy, he assumed the character of the prophet, and warned the Florentines to repent in such an impressive manner that people fell prostrate in the street, overcome by the terror and impressiveness of Savonarola's burning words.

When the wave of religious enthusiasm swept across Europe in the eighteenth century, George Whitefield, an English clergyman whose eloquence has seldom been surpassed, preached to tens of thousands of people. The first sermon he delivered after he was ordained drove fifteen persons mad, according to a complaint made to the bishop, such was its affecting power. On one of several visits he made to America he addressed 20,000 people in Boston Common, and so wrought upon their emotions that many dropped on their knees and cried aloud to God for mercy.

The wonderful success attending the meetings conducted in America and in Europe by Dwight L. Moody is a matter of recent history. Buildings could not be found large enough to hold the crowds that wanted to hear him, and he was often compelled to speak in the open air or in several churches the same evening.

These are some of the striking examples of the effect of pulpit oratory. Hundreds of others of lesser importance might be cited. Moreover, it should not be forgotten that every Sunday, and sometimes during the week, hundreds of thousands of clergymen of all nationalities and creeds preach to people who believe they are in a great measure holding their spiritual destiny in their hands. These men, although lacking the spiritual power of a Whitefield or a Savonarola, have exercised a commanding influence over their parishioners.

Within the last twenty-five years there has been a perceptible falling off in the influence of the pulpit. The churches are not crowded with worshippers as they once were, and the great preachers who played upon the emotions of vast audiences as upon a harp that responds to the lightest touch are few in number. We have no Beechers, no Spurgeons, no Bishop Simpsons today. Instead of attending church on Sunday morning to listen to the burning eloquence of a master speaker, the average business man plays golf or takes a spin in his automobile or yacht.

What has wrought the change in the attitude of the public toward the Church and pulpit? James Russell Lowell, in an address delivered



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JOURNALISM

to a party of London journalists several years ago, significantly asked: "Are you aware to how great an extent you have supplanted the pulpit, to how great an extent you have supplanted the deliberative assembly? You have assumed responsibilities heavier than man ever assumed before; you wield a power entirely without precedent hitherto in human history." He further said that in talking to them he was speaking into the ear of Dionysius, at the other end of which the world was listening.

Until the newspaper press came into being the pulpit had been the greatest force in the world in influencing men. But with its advent a decided change was soon noted. At the beginning of the nineteenth century the weekly and daily newspapers were few in number and widely scattered. Owing to their cost they were beyond the reach of the workers and toilers in the vineyards of the earth. Moreover, a majority of the people could not read them because of a lack of education.

But before the last century was ended the newspapers and the schoolmaster together had worked a miracle in the population. In the period succeeding the Civil War such was the enterprise of both that a printing press was set up in every hamlet, and a schoolhouse at every crossroad. Today the newspapers are like the leaves of the forest in numbers. They greet the traveler in the most obscure farmhouse in the remote districts. They are so cheap that two days' work will pay for a year's subscription to a metropolitan daily.

Formerly the church was the centre of the social life of a community. The meetings on Sunday, and occasionally during the week, brought together a widely scattered people for worship. After the services were over they greeted each other and exchanged the gossip and news of the day.

Now, the newspaper brings to their homes daily, or at least once a week, all this news and gossip in an accurate and readable form. In an hour's perusal they can learn more about what is going on in the village, the neighborhood, or even the world, than they could formerly by attending church a dozen times.

But while the press has in a large measure robbed the church of one of its former attractions, it has more than compensated by bringing to its aid the helpful influence of publicity.

When Wendell Phillips, the great abolitionist, was once addressing a hostile audience, whose demonstrations became almost unendurable, he suddenly paused, and pointing to the reporters cried out: "Howl on! I speak to 30,000,000 here."

JOURNALISM

The Rev. T. DeWitt Talmage, at the latter end of his life, through the aid of the newspapers, preached to a larger audience than any other human being that ever lived. Over 500 newspapers printed his sermons every week.

The clergyman of today who has a vital message to deliver knows full well that his words pronounced in the presence of, perhaps, 500 persons will the following day be read by thousands. If complaint is made that the newspapers do not print longer reports of sermons, the editors reply that they would gladly give more space to them were they worthy of it. The average sermon, they declare, is mediocre, full of platitudes and lacking in vital force. Such sermons are neither helpful to congregations nor deserving of publicity.

The press is continually rendering great service to the church by cordially co-operating with the clergy in all matters which concern the religious, moral and social improvement of the population in town and country, and in the maintenance of a higher, healthier tone in commercial life. It teaches men their duty toward each other, and impresses upon them the great lesson that, whether they appreciate it or not, they are all members of one body; and that the outcome of Christian polity and Christian life in the world is expressed in that emphatic formula of Christian socialism, "One for all! all for one."

The newspapers have helped to break down denominational walls, and unite the churches on questions of deep personal interest to the masses. By their criticisms and by the constant publication of articles showing the condition of the poor, the prevalence of vice and crime, and the abuse of official power, they have spurred the clergy on to greater effort in reclaiming the lost and in effecting reforms. By the publicity given the various enterprises of the church, and by making known their needs, the newspapers have brought to it financial assistance and help of a most valuable character.

The press will never in the nature of things supplant the office of the pulpit, nor could such a contingency be deemed desirable. Its mission is and always will be to chronicle events, discuss politics, economics, science, literature, philosophy and ethics. "In influence for civilization and enlightenment," says James Leatham, in the Westminster Review, "the press with all its faults leaves the pulpit helplessly, hopelessly, ignominiously in the shade. The press is not perfect, but with all its faults it represents the people."

If the pulpit ever regains its former influence it must attain to the high standard maintained by the press. Never for a moment can the newspapers drop off into a doze and keep their place in the proces-



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sion. They must be intensely alive every moment. They must be ever watchful, in constant touch with every form of human activity, and ever ready to aid in carrying forward the work of society. Their editors must read, and study, and think, or lose their power for good. While it is not to be expected that the pulpit will share in the same activities of the press, it is nevertheless true that in this day and hour, if it is to fulfill its mission, it must be intensely alert, enterprising, and above all be possessed of the deep religious spirit that animated the disciples and led them to sacrifice everything for the faith.



FREDERICK AUGUSTUS HEINZE
Mine Owner and Capitalist
President The Montana Ore Purchasing Co.

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MEDICINE

BY THOMAS R. KILLILEA, M. D.

Although the disciples of Æsculapius in the United States are fewer than those of Blackstone, the number of periodicals devoted to the interests of the former exceed those devoted to the latter three-fold. The reason for this is that the practice of the two professions of law and medicine is entirely different.

The lawyer is necessarily much in the public eye. He appears in the courts as counsel in criminal and civil suits. If he is engaged upon a case of sensational or unusual character it is fully reported in the newspapers. If he files a will, records a mortgage, defends a notorious criminal, prosecutes a defaulter, acts as a referee or a receiver, the newspapers are certain to publish the fact. He takes an active part in political campaigns, is sent to the legislature, makes speeches at public meetings, and is in the first rank of every movement having for its object municipal reform.

The physician, on the other hand, is little seen in public. His work being of a private and confidential nature does not come under the observation of the members of the press. Occasionally, however, when a distinguished man is desperately ill, the physician who attends him is daily sought by the reporters for the latest news from the sick room. When General Grant lay dying at Mt. McGregor, and President McKinley's life was ebbing away at Buffalo, the whole world read with breathless interest the bulletins issued by the doctors as they appeared in the newspapers.

But, generally speaking, the physician, unlike the lawyer, avoids publicity. The ethics of the profession prevent him from seeking it, no matter what his inclination may be. He cannot advertise for patients; they must come to him unsought. If he performs a difficult surgical operation he must not tell the newspaper men about it, for that would be "blowing his own horn," and blowing one's horn in the daily press is regarded as unpardonable. If he violates the code of ethics he loses caste among his fellows, and his patients soon find it out and leave him. In probably no other occupation, not even in the ministry, is a man so thoroughly enslaved by "don'ts."

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The professional periodicals are his safety valve. Without them the physician would become morbid, nerveless and unprogressive. Through them he is permitted to make known to other practitioners the results of operations he has performed, or of new courses of treatment he has successfully used. If he has made any new discovery in medicine which promises to be of value to the profession, he is allowed to tell about it in the medical journals without incurring the criticism of the supporters of the code of ethics already referred to.

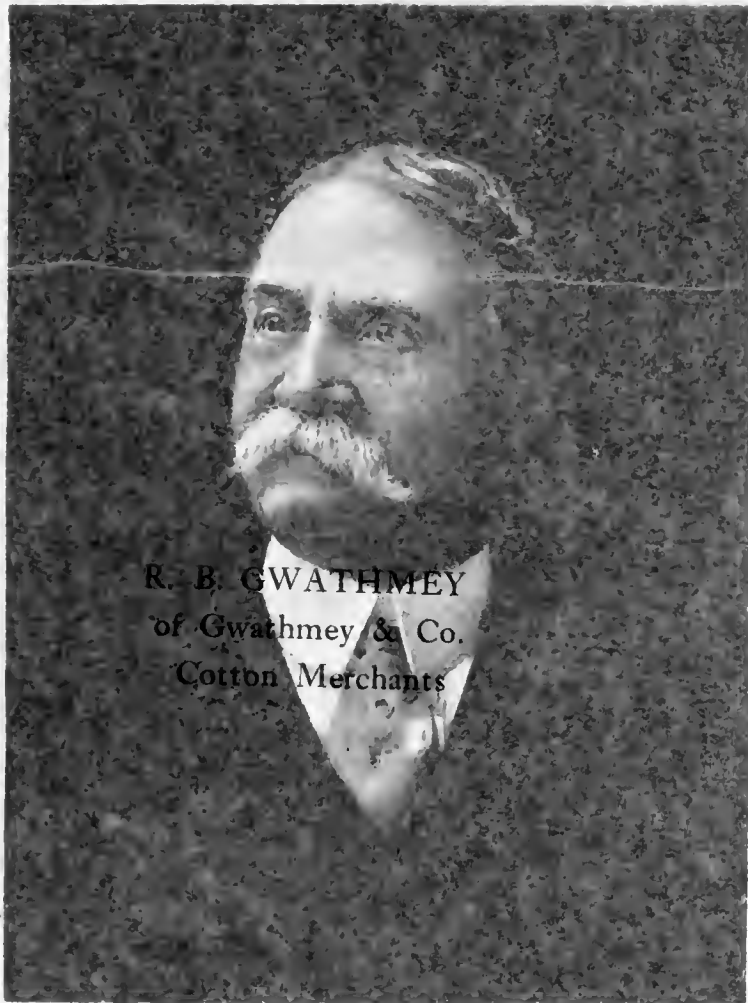
How then does it happen that the publication of a medical case in the daily press is regarded as objectionable by the members of the profession, while the same article printed in the medical journal is not? The answer from the professional viewpoint is that the newspapers are read by the public, the medical periodicals by the profession. The article in the daily, if of a creditable character, would attract attention to the physician. He would be talked about more than his fellow practitioners, and therefore would be regarded as an abler physician. Reputation for such ability means a higher standing in the community and opportunity for earning a greater income.

If the article is printed in the medical papers, physicians alone will see it. If it presents anything of value all will be able to profit by it, and a real benefit will be conferred upon the profession.

The ideals of medicine are of a lofty character, and all who are engaged in its practice are expected to contribute whatever they may learn from practice to the general fund of knowledge. The best and perhaps the only efficient way of communicating such information is through the medical press.

And yet those who are such earnest opponents of newspaper publicity, because of its alleged advertising nature, seem to lose sight of the fact that the same criticism, if such it may be called, applies with equal force to the medical periodicals. If a physician sends to the editor of one of these journals an article describing his success in treating a difficult case, does he not attract to himself considerable attention from other practitioners, and will not this publicity give him a certain prominence he did not have before, a prominence that will lead physicians who have similar cases in hand to call him in consultations, and thus add to his financial emoluments?

To anyone who has given much attention to the matter it would seem that the medical code of ethics needs intelligent revision in so far as it applies to the newspapers. No physician should be jealous of another who, having performed a notable service for humanity, and incidentally for the profession itself, is given due credit in the press,



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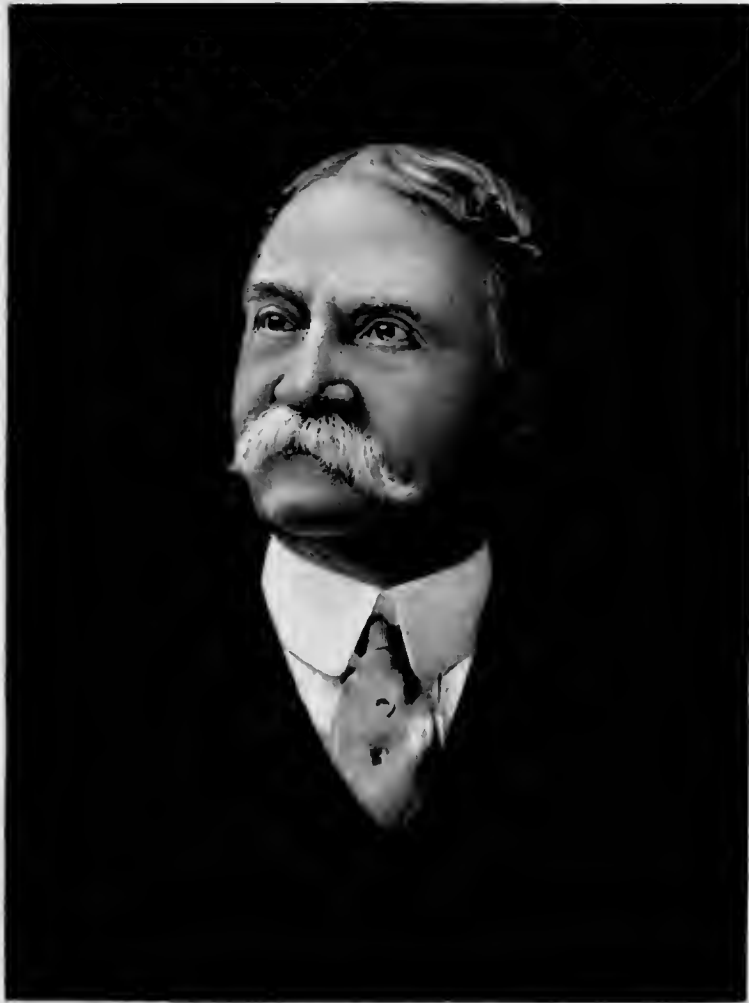
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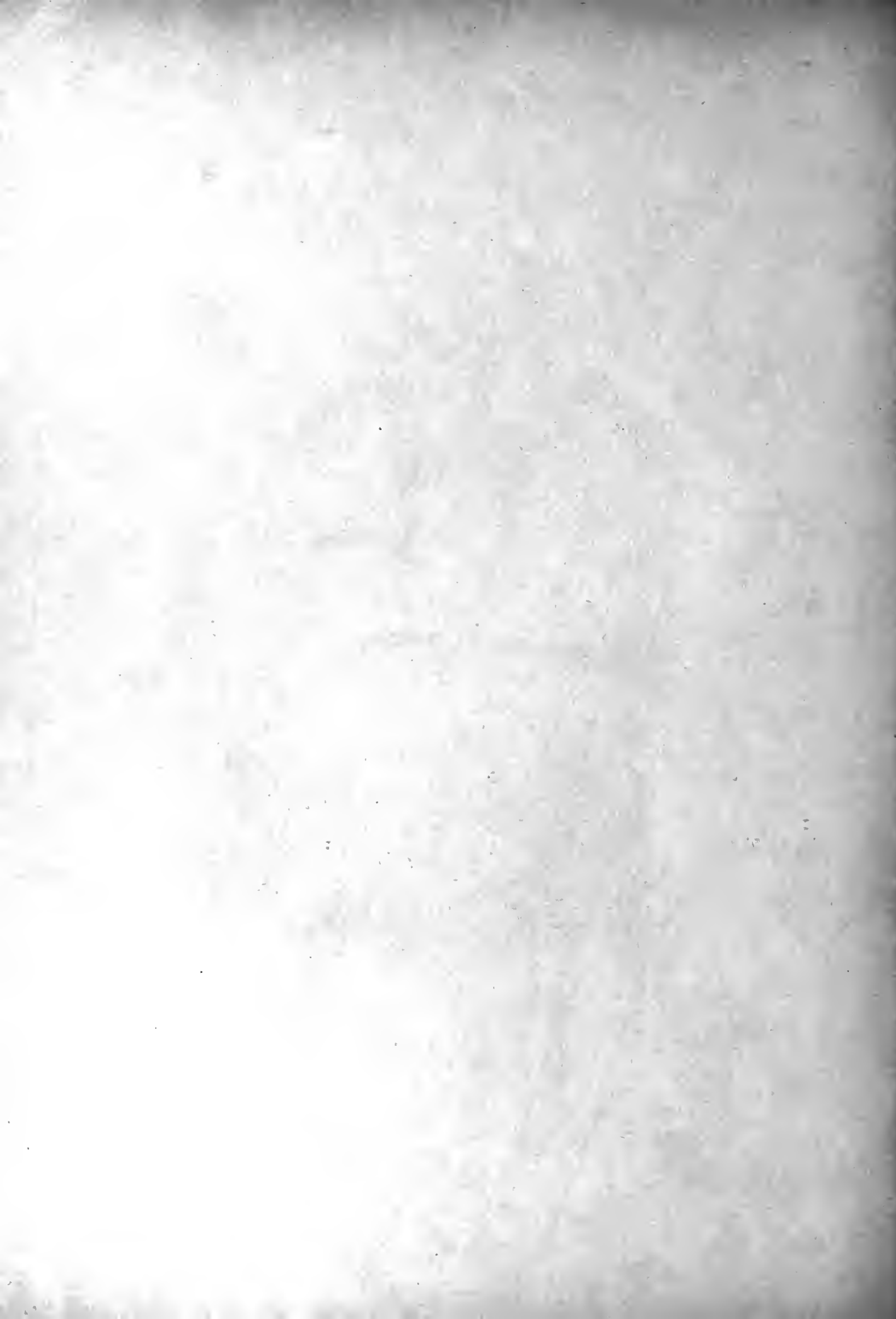
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and receives, as a result, financial recognition from the public that engages his services.

There need be no fear that the columns of the newspapers will become overburdened with the records of medical cases. Their editors have no desire to supplant the professional press. Their only purpose is to present to their readers the strikingly interesting results of medical research and practice, and they are not therefore given to the adulation and the effusive advertising of any physician.

According to the best estimates obtained there are in the United States between 130,000 and 140,000 doctors. This great army is represented in the field of journalism by 300 periodicals, a larger number than is devoted to any other profession. It must be remembered, however, that the field is a broad one, and covers many different branches of the subject. The scope of the medical press is indicated by the fact that it includes papers devoted individually to drugs, pharmacy, materia medica, therapeutics, electro-therapeutics, pathology, medical practice, surgery, obstetrics, gynæcology, peditrics, bacteriology, ophthalmology, laryngology, otology, cutaneous and genito-urinary diseases, physical culture, dentistry and homœopathy.

Perhaps the better known papers are the *Medical Record*, of which Dr. George F. Shrady was for thirty-eight years the editor; the *Medical News*, edited by Dr. Smith Ely Jelliffe; the *New York Medical Journal*, edited by Dr. Frank P. Foster; the *Medical Reviews of Reviews*, edited by Dr. Daniel Lewis, all of New York city; *American Medicine*, of Philadelphia, edited by Dr. George M. Gould; the *Boston Medical and Surgical Journal*; the *Journal of the American Medical Association*, edited by George H. Simmons, and the *Medical Brief*, edited by Dr. J. J. Lawrence, of St. Louis.

When asked to enumerate the benefits conferred by the medical press upon the profession, Dr. Shrady, who is undoubtedly its most distinguished editor, said:

"Perhaps the most important service of all is collecting and placing in available form the latest and best information in the entire realm of medicine. It brings the physician, wherever he may be situated, into weekly contact with the greatest men in the profession, and places at his command the results of their experience and practice. It keeps him informed of the new discoveries made in the treatment and cure of diseases; of the new inventions in surgical instruments; of recent methods employed in fighting epidemics in large centres of population; of ingenious applications of electricity to the solution of intricate problems presented in hospital and in private practice.

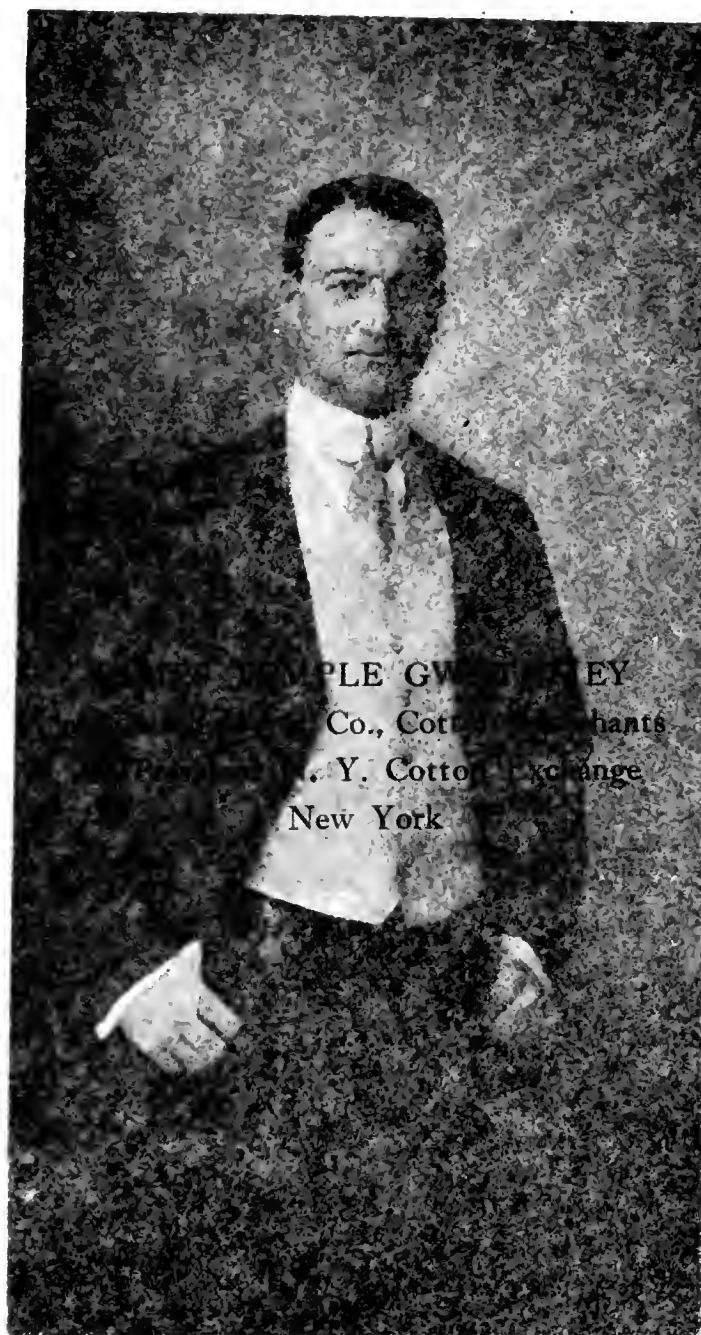
JOURNALISM

"The presentation of this information week by week enables him to digest it as he goes along, instead of waiting two or three years for it to be issued in book form and given to him in a mass. The results of the experience of others is immediately available, and may be effective in saving the lives of many patients. The medical papers serve the public as well as the practitioners by furnishing the daily press with advance copies of important articles on subjects in which public interest is for the moment centred. They are an open court in which everyone can appear and make his own argument."

That the editors are progressive in the conduct of their periodicals is indicated by their use of daily newspaper methods in procuring news for their readers. As far back as 1883 the Medical Record employed the cable in reporting the proceedings of the British Medical Association convention held in Liverpool. Three years earlier it issued a daily edition on the occasion of the holding of the thirty-first annual meeting of the American Medical Association in New York City.

The position of editor of a leading medical paper is much sought after by members of the profession; first, because of the prestige it gives, and second, because of the opportunities it affords for coming into personal touch with the most distinguished men in the country. Dr. Shrady is almost as well known abroad as he is at home. Sir Morell Mackenzie, then considered the world's greatest throat specialist, when attending Emperor Frederick of Germany during his last illness, was in daily consultation with him by cable. When Koch first sent some of his lymph to this country Dr. Shrady was the one who received it. It was through the great editor that the eminent surgeon, Prof. John B. Murphy, of Chicago, succeeded in placing before the physicians of the country his surgical button, now in general use in abdominal and intestinal surgery.

It has been publicly asserted by one of the foremost physicians of the United States that greater progress has been made in medicine during the last twenty-five years than in the preceding 250 years. Although it would be presumptuous to claim that the press, both secular and professional, brought about this remarkable improvement, yet it is true that it contributed more toward it than any single cause.



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New York

JOURNALISM

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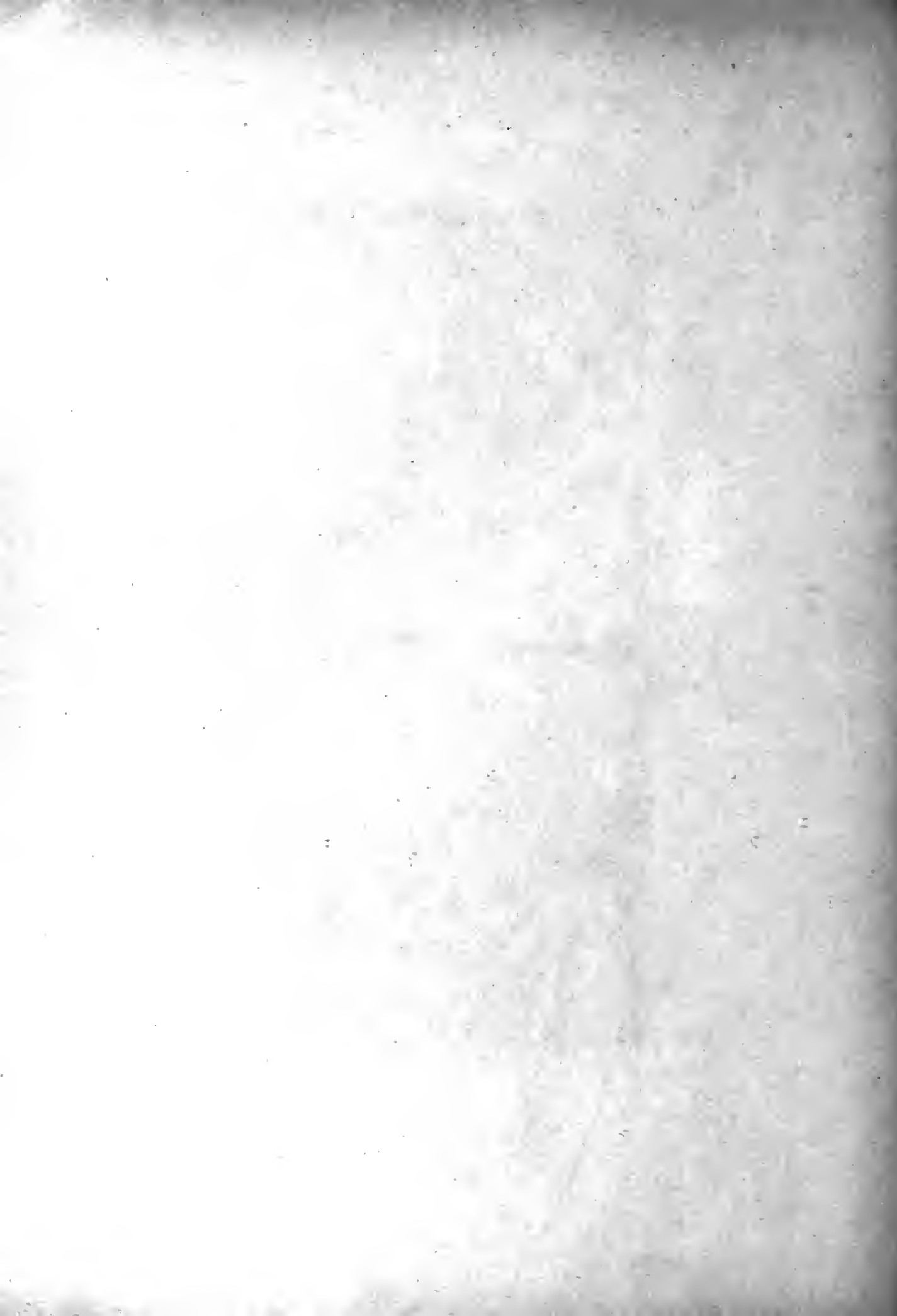
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THE ARMY AND THE NATIONAL GUARD

BY CHARLES S. CLARK,

Formerly Editor Seventh Regiment Gazette, American Guard Gazette, National Militia Journal, and formerly "military editor" New York Press, New York Daily News, etc.

The Army has a natural antipathy to newspapers and reporters, founded, no doubt, upon the unjust treatment the Army received from partisan newspapers during the Indian wars and the war in the Philippines. But the organized militia, the National Guard, has always, with justice, regarded the press as its firm friend and ally.

The press has had more to do with the development of the National Guard from the ludicrous old "milishy" than any other influence. From 1848 to 1903 it was the newspaper press of the United States alone against the prejudices of the Army, the politicians, and a great part of the people, that recognized and encouraged the "tin soldiers." Soldiers all over the world laughed at the American newspaper for assuming that the militiaman was a soldier. Now the press has been justified. The militiaman is a United States soldier.

There never has been, until very recently, any official communication or co-operation between the State units which together made up the National Guard. The National Guard of New York had no more connection with the National Guard of Ohio or Pennsylvania than the army of France has with the army of Norway. There was only one way in which one National Guard could learn what another was doing, what reforms were being effected, what mistakes made by one State could be avoided by another—and that was through the newspapers.

The newspapers for more than fifty years have told the story of the National Guard, and it has been through their reports of what the older States were doing that the younger States have been able to organize their forces after one of these three standard models:

1. New York—Which regards West Point and the Regular Army as its model.
2. Pennsylvania—Which regards the Volunteer Army of war-time as its model.

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3. Massachusetts—Which regards the old militia of England and America as its model.

Wherever New York newspapers have the most influence, New York methods, organization, military codes, armory building, etc., are copied, and the name "National Guard," which originated in New York city, adopted. Pennsylvania newspapers have had great influence in the Middle West, and their methods are copied, while through New England, Boston newspapers have laid down the military law.

Many leading newspapers might have, in the past, been called "organs" of the National Guard. In New York the Sunday Mercury for many years discussed its affairs, often with an acrimony which led to trouble. The Times, when Major Farr was its military editor, obtained great distinction in this line, and the Saturday column of the Evening Post has been widely read. Nearly every daily, except the Sun and Journal, has continuously published "National Guard News" on Saturday afternoon or Sunday. C. J. Leach, of the Army and Navy Journal, and a frequent contributor to dailies, is the dean of the profession, and probably has more influence with the organization than any other writer; and Young, formerly of the Evening Post; Case, now of the Evening Post; Clark, formerly of the Press, National Militia Journal and Seventh Regiment Gazette, but latterly of the Daily News; Hicks, of the Press; Bagnall, of the Brooklyn newspapers; Ontrich, of the Evening Star, Washington; Colquitt, of the Evening News, Savannah; Weaver, of the Philadelphia Inquirer; Brownell, of the Boston Herald, and Adams, of the Evening Press, Grand Rapids, writers on military topics, are well known specialists.

While devoting very little space to the subject, the Army and Navy Journal has always been influential with the National Guard, because it was the only authority to which the organization could appeal for information on points of tactics, military courtesy or usage.

As the press made the Guard, so it reformed the Guard. It laughed out of existence the old organizations, top-heavy with generals and colonels, who wore tons of gold lace and fell over their swords. It pointed out the need for service equipment and service uniforms. It steadily encouraged the movement to secure modern armories. It praised "the boys" when they did good riot duty. Take a bundle of clippings from a clipping bureau, on the subject National Guard, from the whole United States and you will see that everywhere, from Maine to Hawaii, the editors are saying the right thing at the right time about the National Guard. Not once in a



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3. Massachusetts—Which regards the old militia of England and America as its model.

Wherever New York newspapers have the most influence, New York methods, organization, military codes, armory building, etc., are copied, and the name "National Guard," which originated in New York city, adopted. Pennsylvania newspapers have had great influence in the Middle West, and their methods are copied, while through New England, Boston newspapers have laid down the military law.

Many leading newspapers might have, in the past, been called "organs" of the National Guard. In New York the *Sunday Mercury* for many years discussed its affairs, often with an acrimony which led to trouble. The *Times*, when Major Farr was its military editor, obtained great distinction in this line, and the Saturday column of the *Evening Post* has been widely read. Nearly every daily, except the *Sun* and *Journal*, has continuously published "National Guard News" on Saturday afternoon or Sunday. C. J. Leach, of the *Army and Navy Journal*, and a frequent contributor to dailies, is the dean of the profession, and probably has more influence with the organization than any other writer; and Young, formerly of the *Evening Post*; Case, now of the *Evening Post*; Clark, formerly of the *Press*, *National Militia Journal* and *Seventh Regiment Gazette*, but latterly of the *Daily News*; Hicks, of the *Press*; Bagnall, of the *Brooklyn newspapers*; Ontrich, of the *Evening Star*, Washington; Colquitt, of the *Evening News*, Savannah; Weaver, of the *Philadelphia Inquirer*; Brownell, of the *Boston Herald*, and Adams, of the *Evening Press*, Grand Rapids, writers on military topics, are well known specialists.

While devoting very little space to the subject, the *Army and Navy Journal* has always been influential with the National Guard, because it was the only authority to which the organization could appeal for information on points of tactics, military courtesy or usage.

As the press made the Guard, so it reformed the Guard. It laughed out of existence the old organizations, top-heavy with generals and colonels, who wore tons of gold lace and fell over their swords. It pointed out the need for service equipment and service uniforms. It steadily encouraged the movement to secure modern armories. It praised "the boys" when they did good riot duty. Take a bundle of clippings from a clipping bureau, on the subject National Guard, from the whole United States and you will see that everywhere, from Maine to Hawaii, the editors are saying the right thing at the right time about the National Guard. Not once in a



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JOURNALISM

thousand times do they express an opinion against it. They are always with it and for it. To the "military editor" the National Guard owes an undying debt of gratitude. The little Seventh Regiment Gazette, published by the Seventh Infantry, N. G. N. Y., has had an influence out of all proportion to its circulation, and has suggested and advocated many important reforms.

No better instance of the influence of the press upon National Guard affairs can be cited than when a concerted effort was made to pass the "Dick Bill." For a hundred years Congress and statesmen had wrestled with the "military problem." What on earth was to be done, when the old militia had vanished and a new organization, not militia, had sprung up, demanding support? Bill after bill was introduced and failed of passage. Secretaries of War and Adjutant Generals appealed in vain. The obsolete law of 1793 remained unrepealed.

Colonel Britton and his associates of the Interstate National Guard Association had an idea. They sent out, for months, circulars, clippings and "flimsy" to 5,000 newspapers. In a short time 5,000 newspapers were demanding a new militia bill, and \$1,000,000 appropriation. The country fairly rang with it, and Congressmen sat up and did some thinking. The Dick Bill "went through like a bullet from a rifle"; \$2,000,000 more for equipment was added to the Army Bill—and presto! change!—we had the "well regulated militia" Washington begged for.

"The soldier's meed is honor" now, as it was two or three hundred years ago. And the meed of the National Guard soldier is nothing but honor. He does hard work, clerical as well as military, and gets no pay. The show-parades are few and far between. He spends his own money to keep up the institution. And his sole reward, nine times out of ten, is a paragraph in a newspaper.

Take away from the National Guardsman his hardly-won newspaper glory, and in peace "there is nothing in it." The regular has no business to complain about the "petted volunteer." The regular costs the nation \$1,040 a year, and is well paid. He is "the real thing" and a personage. He gets both pay and glory. The militiaman gets neither, and does the same work as the regular. The press is right when it sees who should be encouraged and "petted," and does some petting.

Newspapers and magazines devoted entirely to the interests of the National Guard have never been financial successes, although one would suppose, with a prospective patronage of 100,000 active Guardsmen and 250,000 veterans, they could be certain of success.

JOURNALISM

The publishers have either lacked sufficient capital to carry through the enterprises—an expenditure of at least \$10,000 being necessary in the first year—or have had little journalistic experience. The capitalist who is willing to spend from \$25,000 to \$50,000 in entering a field of journalism, which is at present wholly unoccupied, and publish an “organ” for a class which numbers more than 350,000 can obtain an influence with that class which will bring a rich financial reward.

At different periods the Seventh New York has published the Seventh Regiment Gazette; the Twenty-third New York, “Ours”; the Seventy-first New York, the American Guard Gazette; the Seventy-fourth New York, the Countersign; the First Illinois, the Guardsman, and the Fifth Maryland, the Fifth Regiment Gazette. There has also been published the National Guardsman, Home and Country, the National Militia Journal (sold to the Army and Navy Critic), and numerous other publications. All have died in the struggle with financial problems and “second class rates,” except the Seventh Regiment Gazette.

L. O. BAILEY

General Counsel

The American Finance and Securities Co.

JOURNALISM

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L. O. BAILEY

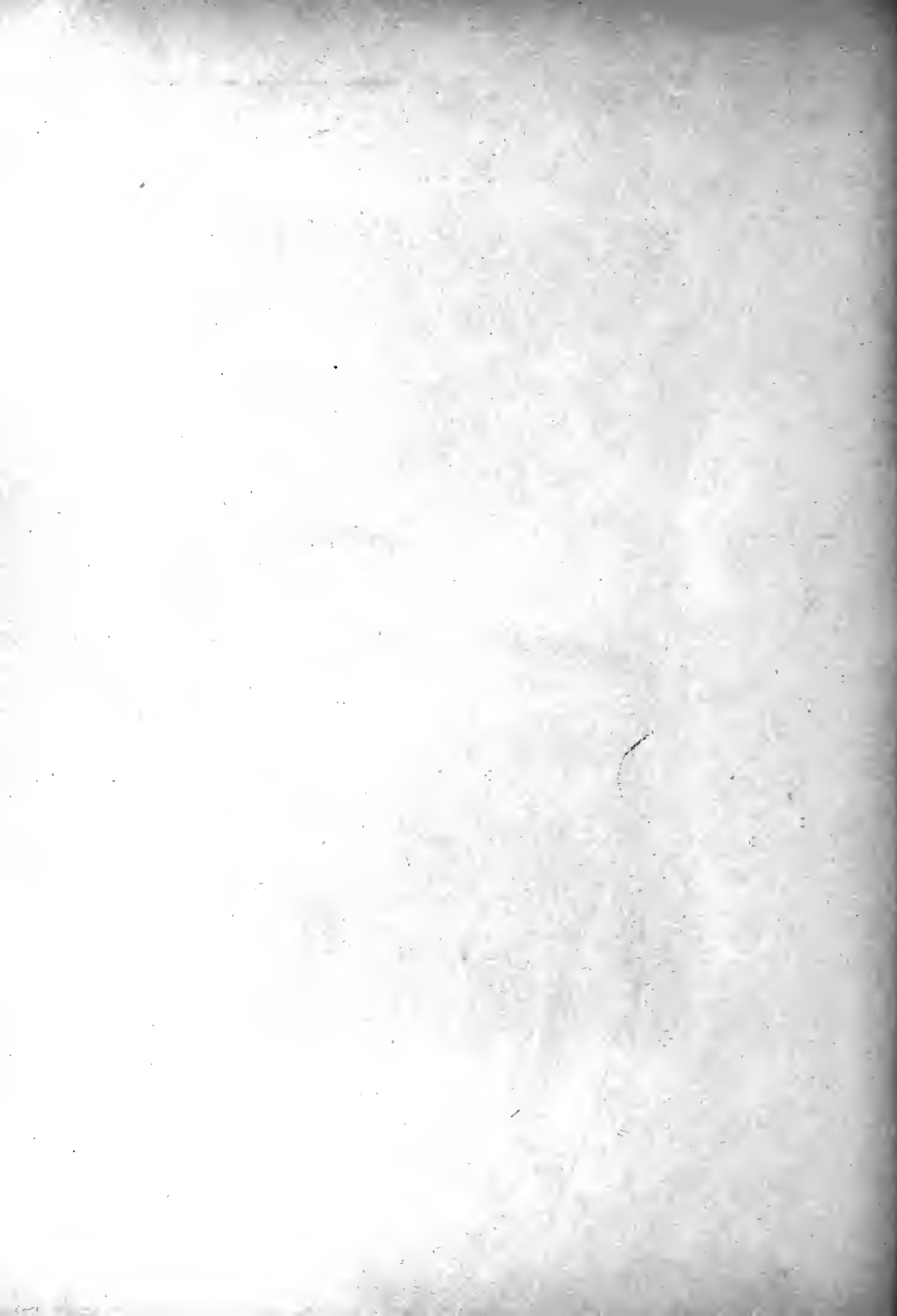
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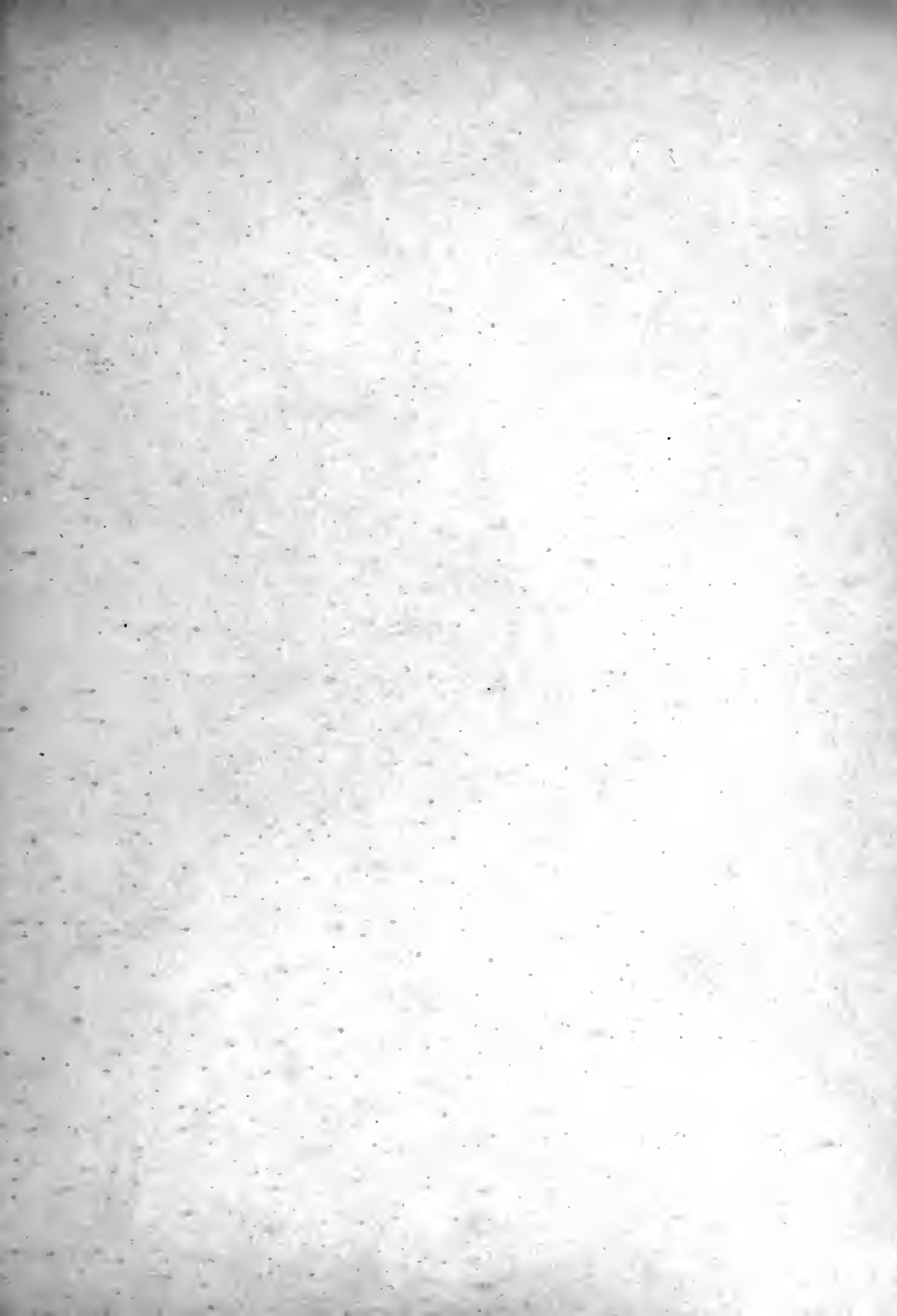
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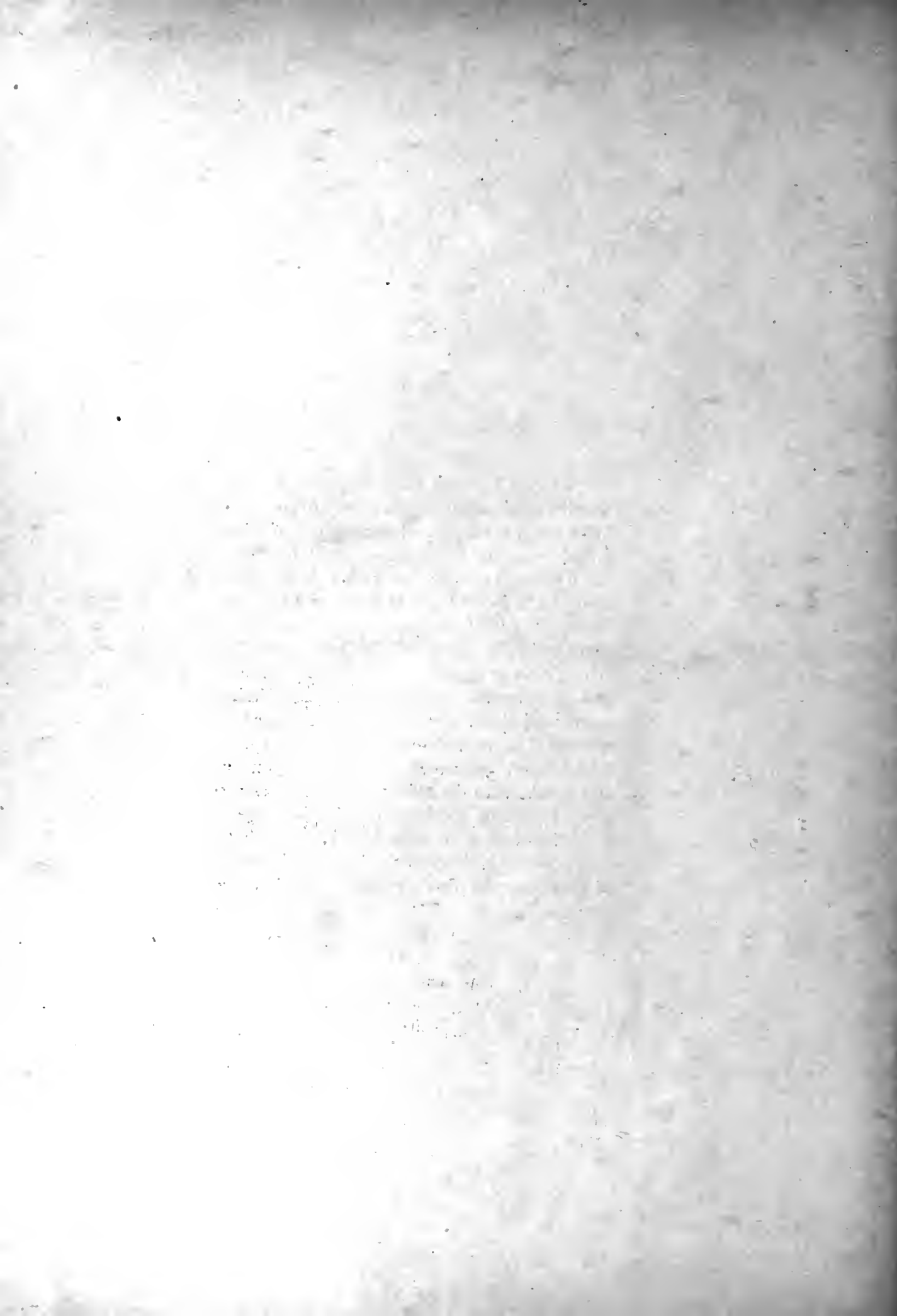
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During a career extending over a period of nearly two generations the New York Press Club has had the loyal counsel and support of a host of friends—not the fair weather kind who disappear when adversity comes, but rather those who have stood by it in its hour of need, and by a warm clasp of the hand, words of good cheer and generous offers of financial aid have helped it to struggle on to success. They include representative merchants, bankers, brokers, physicians, lawyers, judges, congressmen, clergymen, railroad presidents and captains of industry. The friendship of such men as these is beyond price and has been to the officers and members a constant source of inspiration and encouragement. It is therefore with considerable pride that the club presents in this volume the portraits of many of them in order that the public may know who they are.





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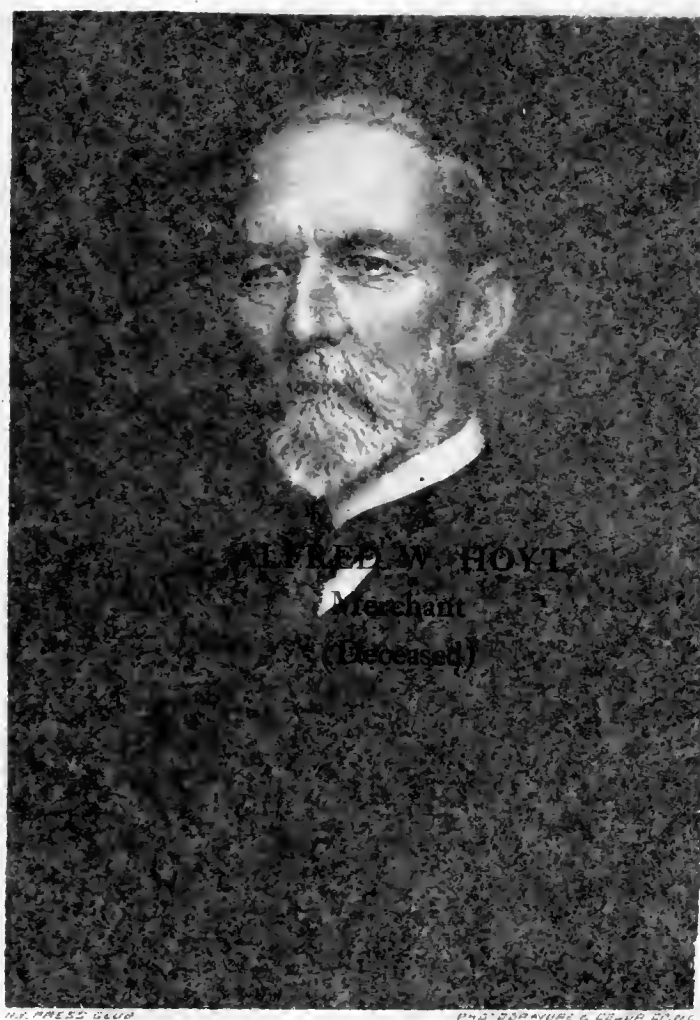




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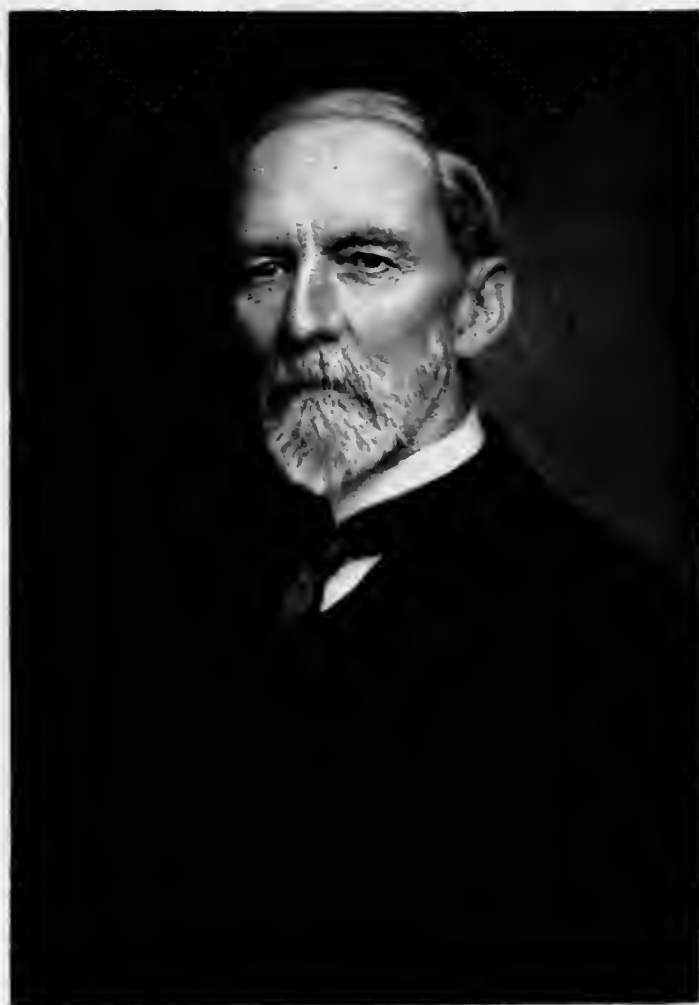
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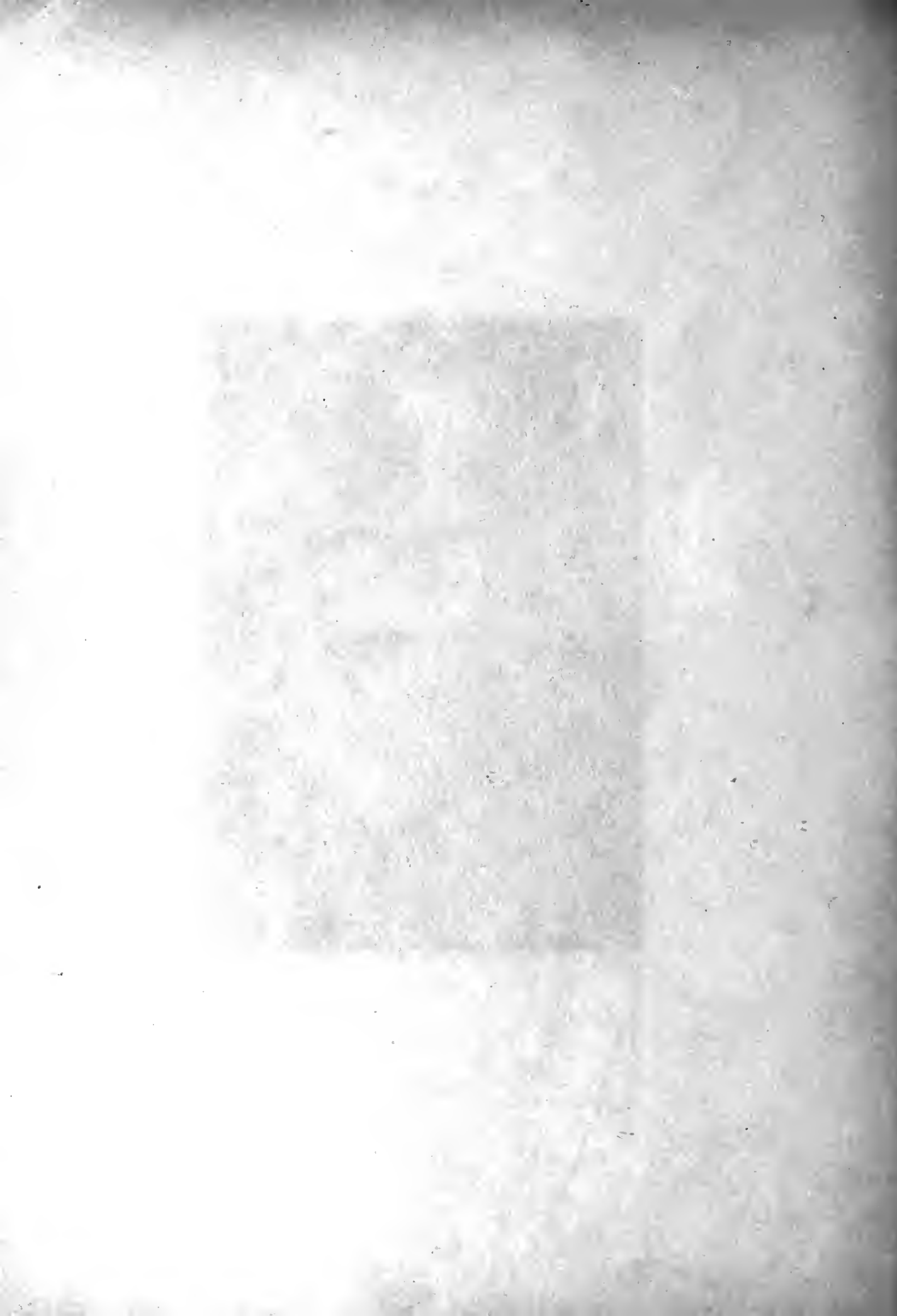
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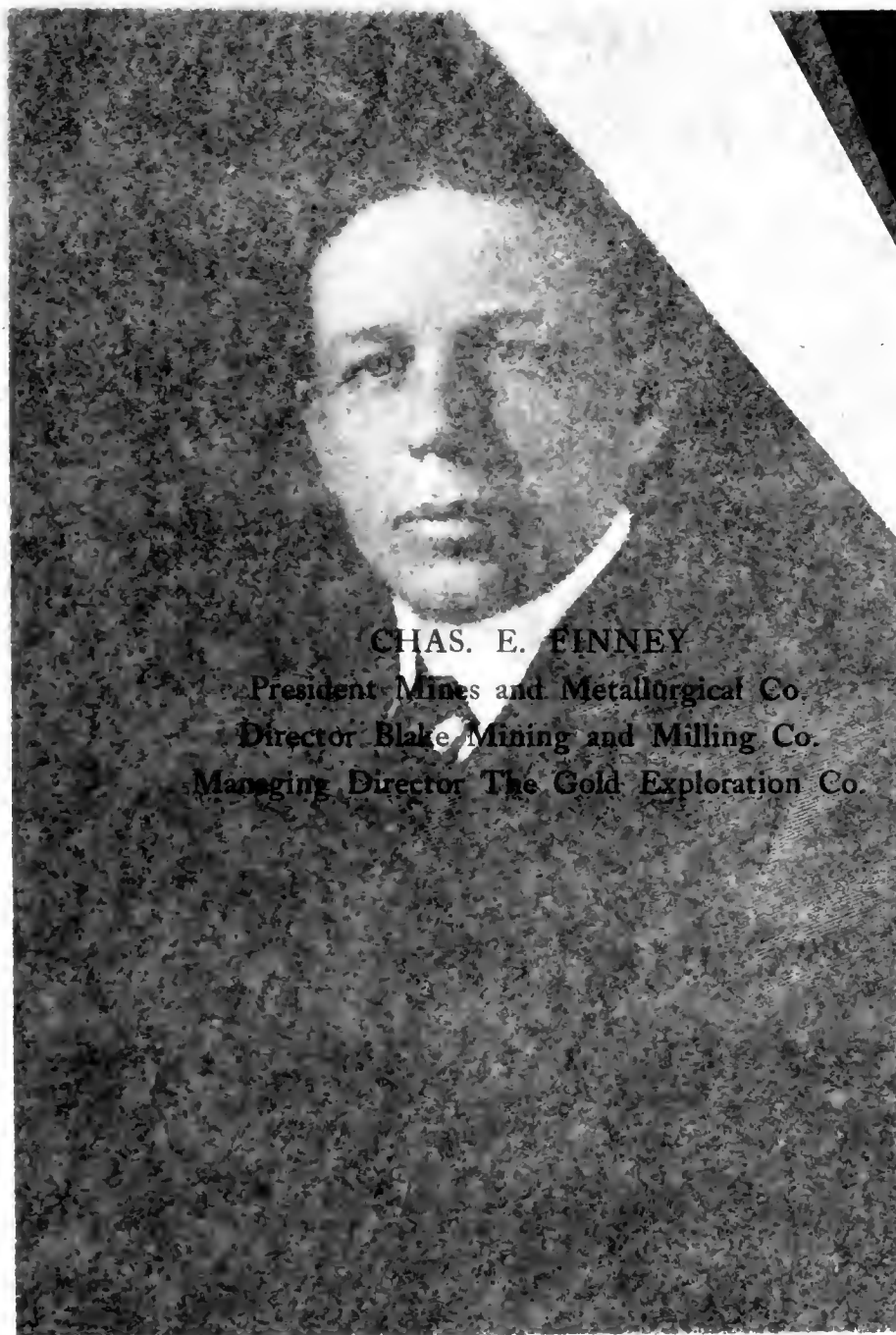
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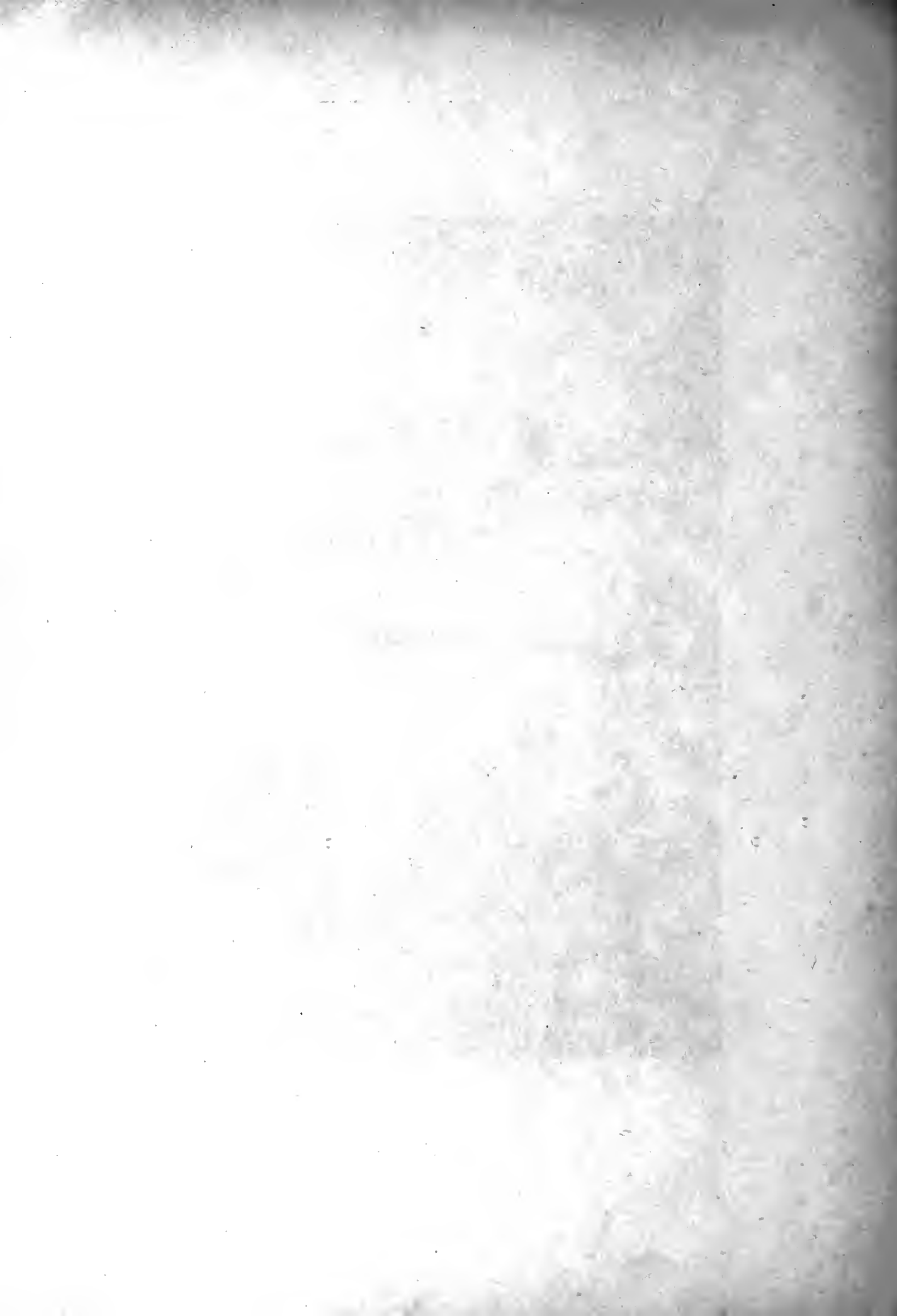


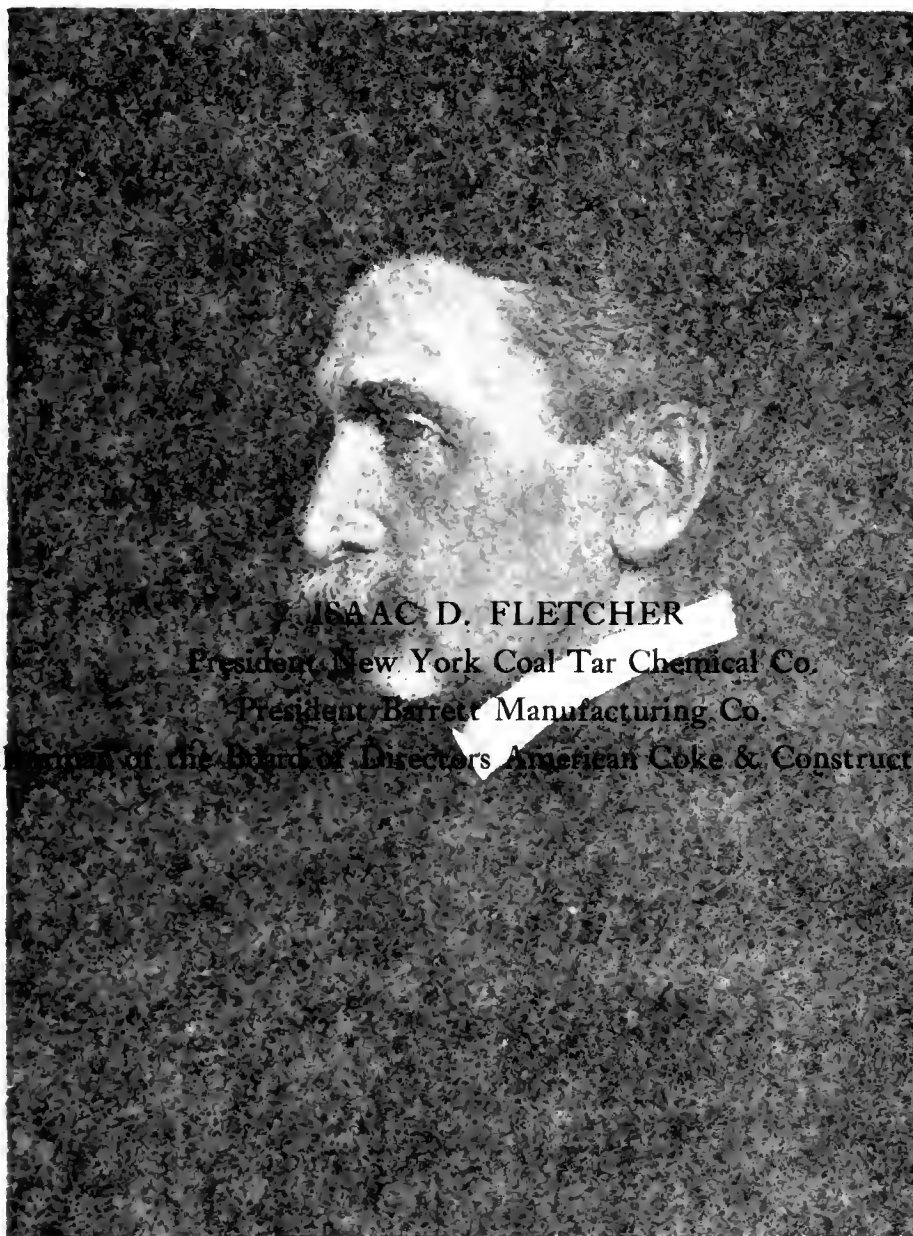


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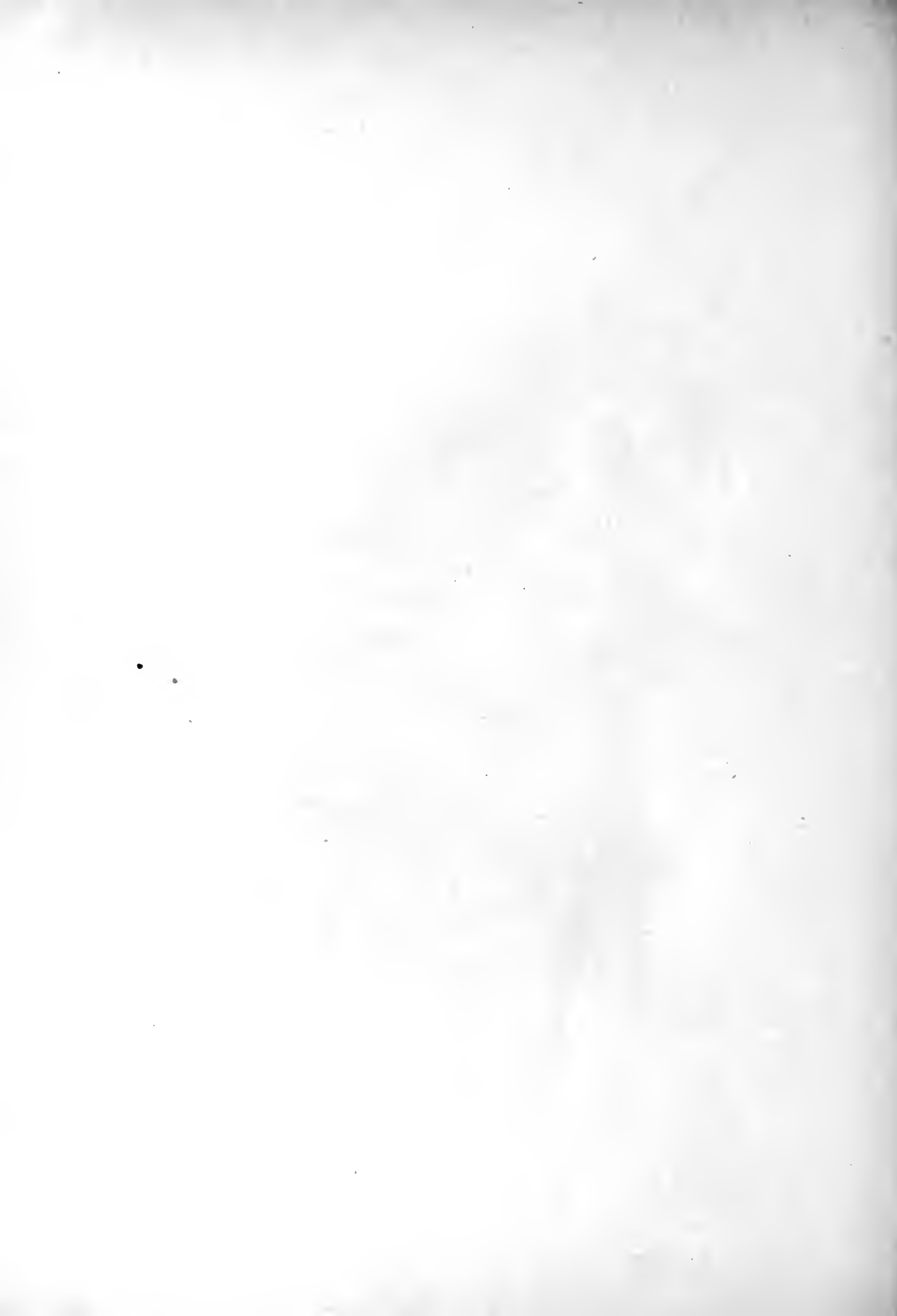
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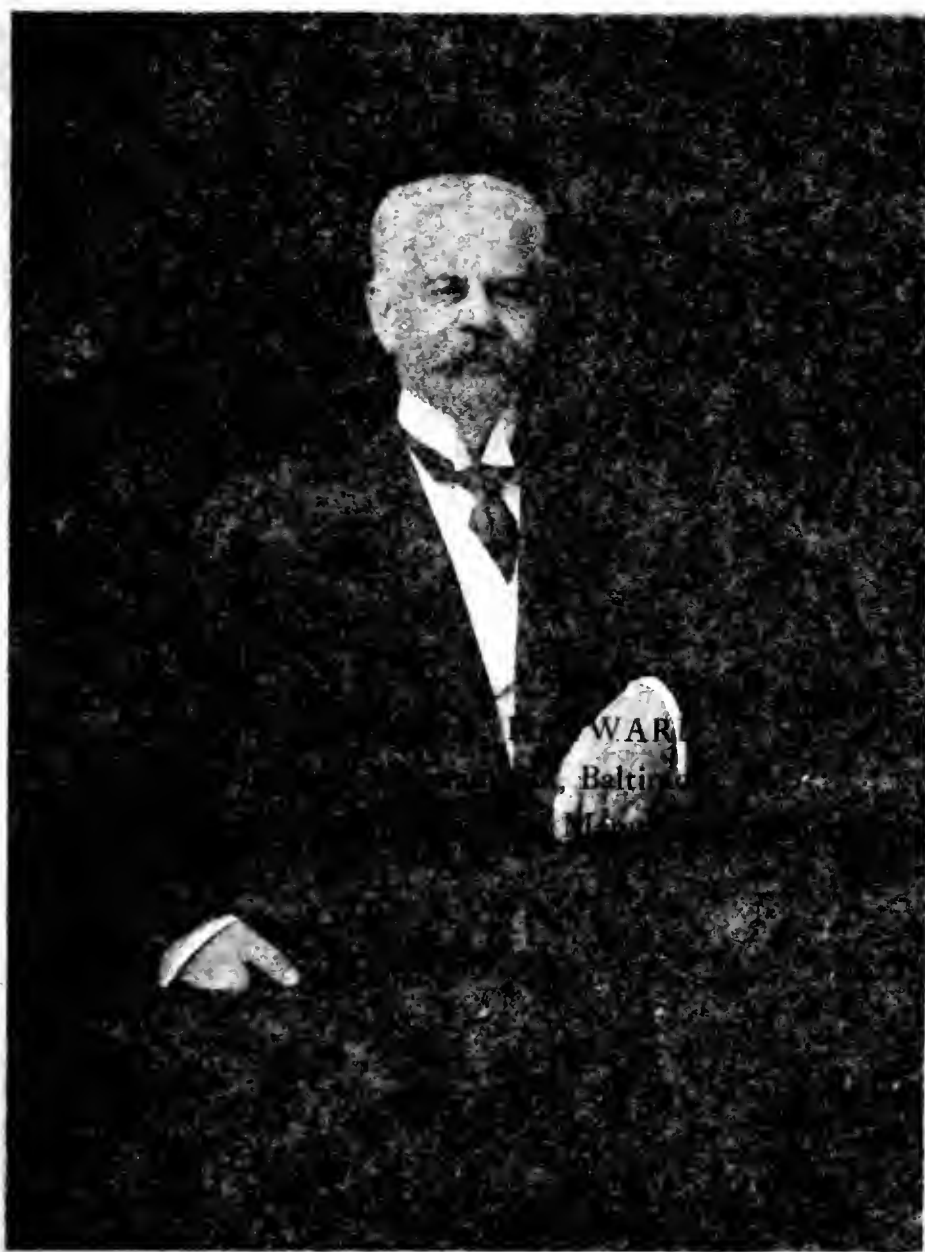
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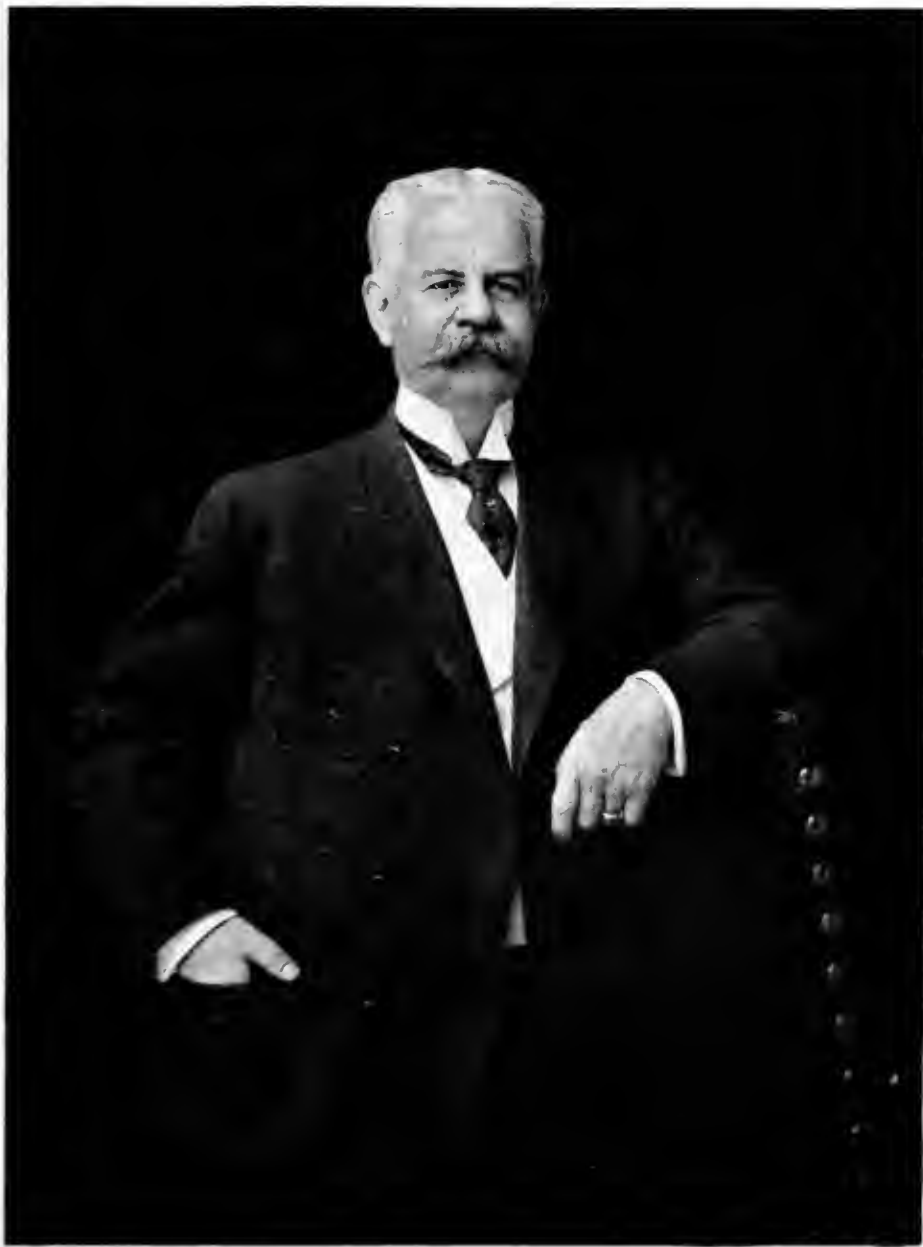




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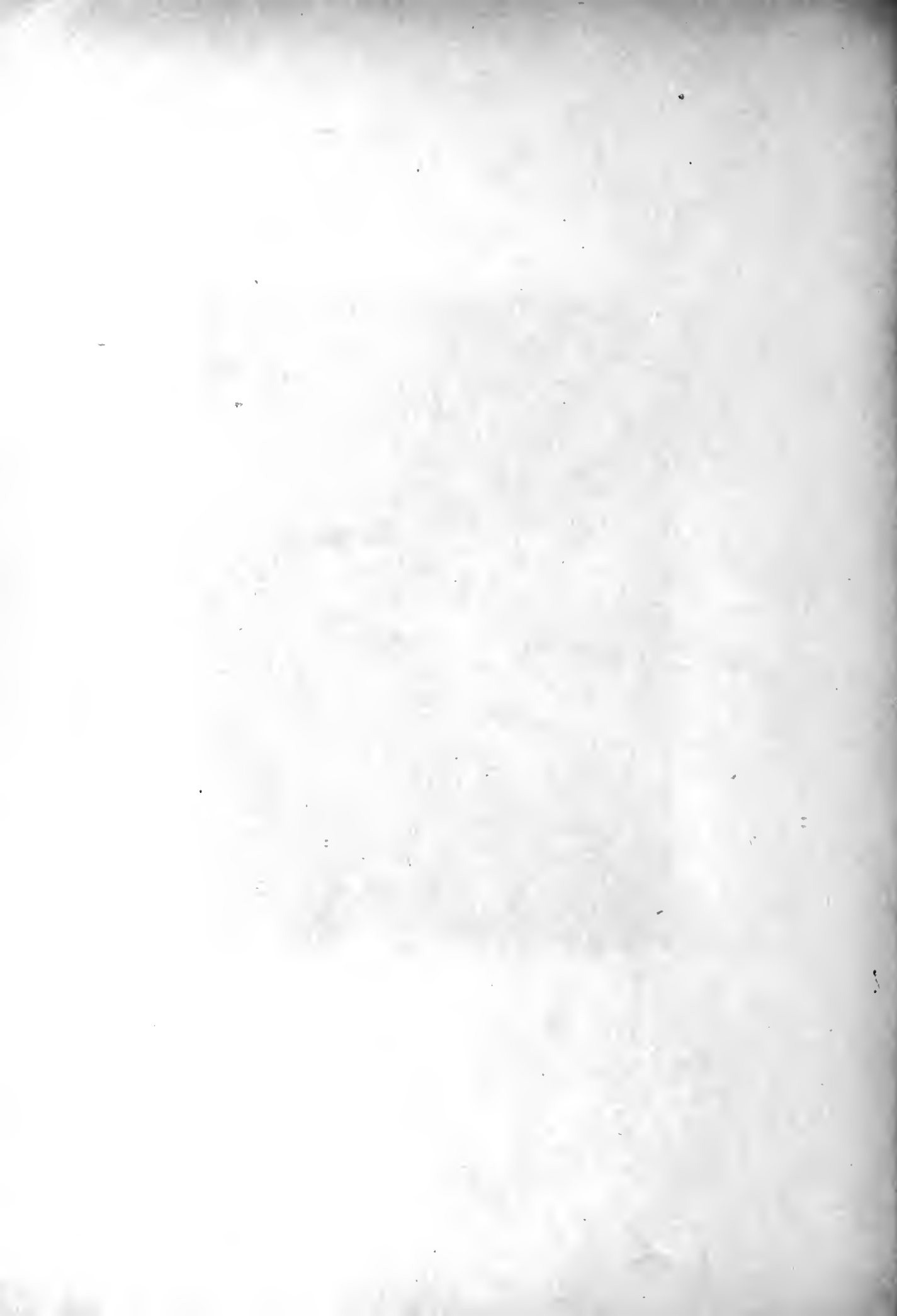


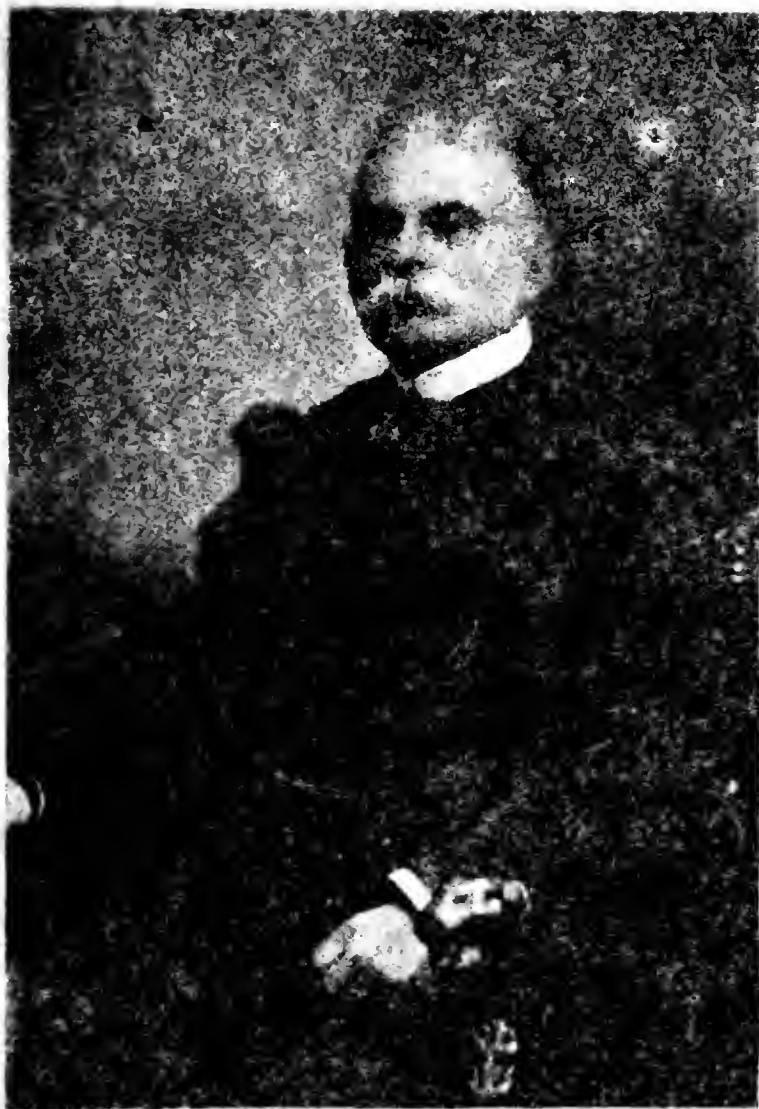
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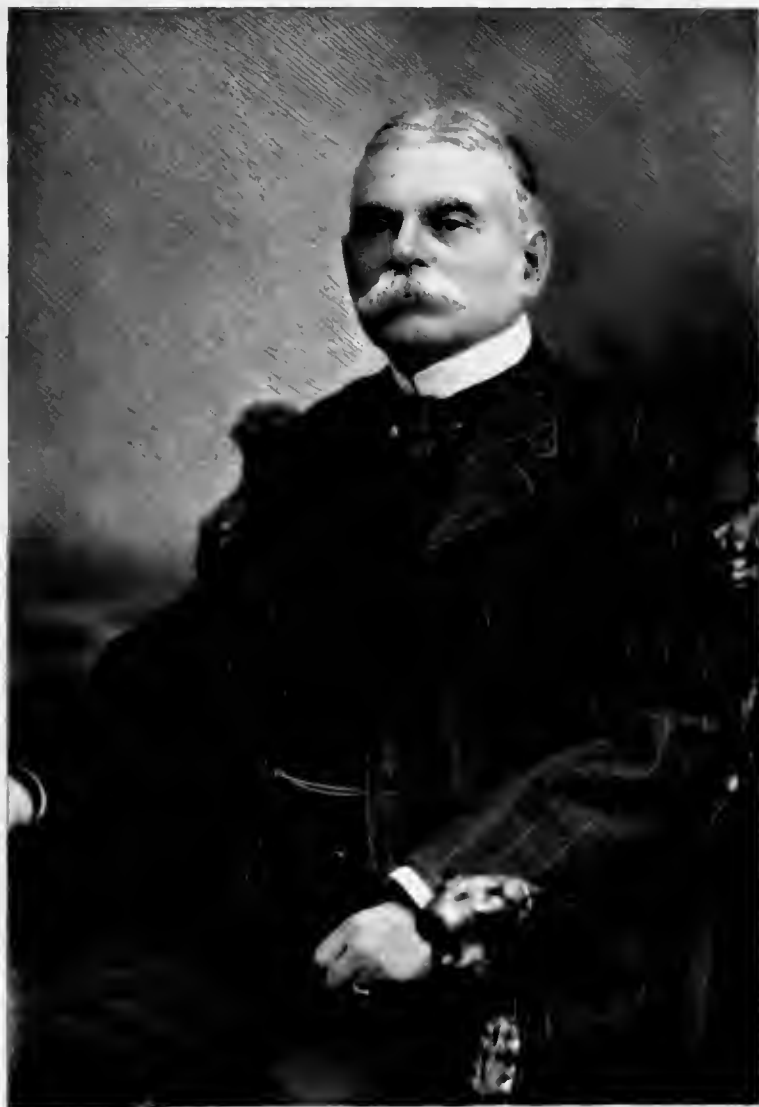




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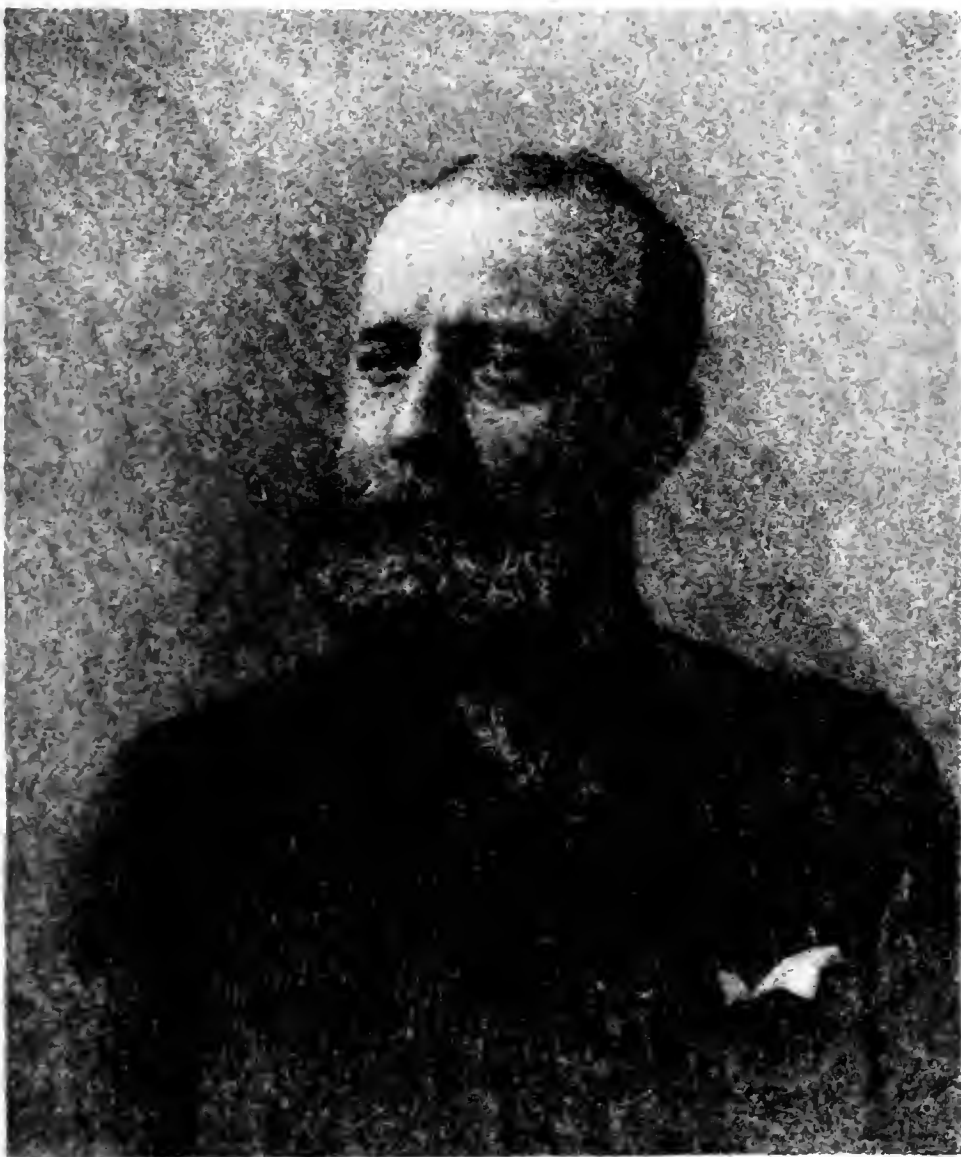
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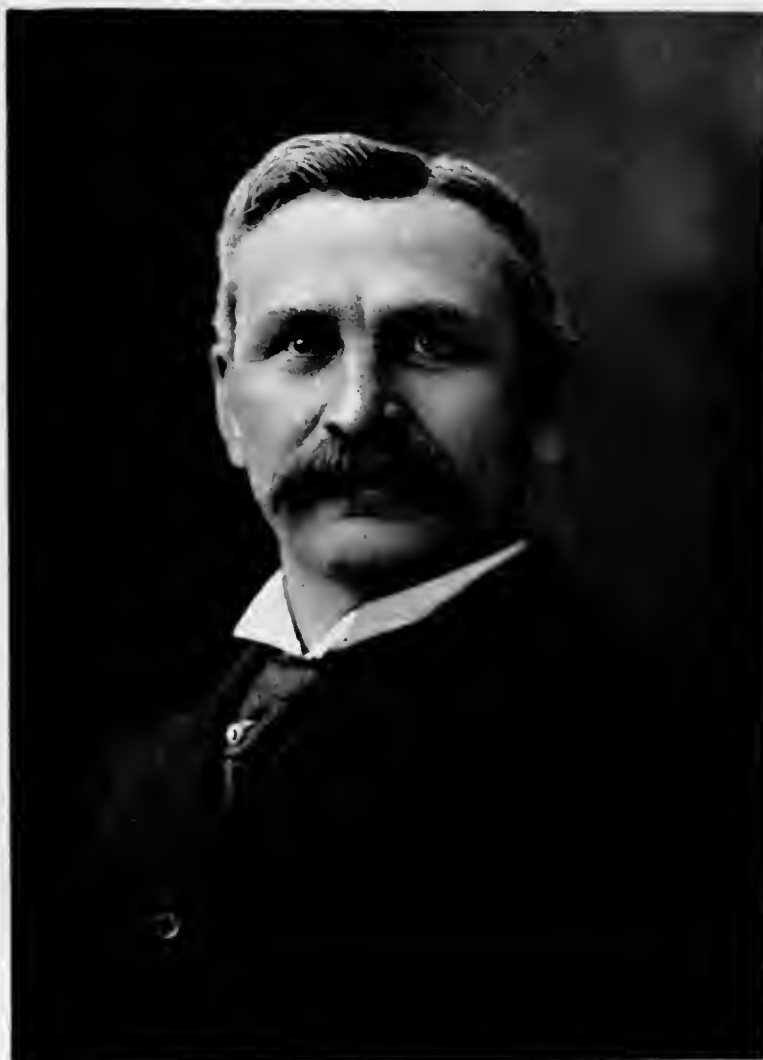




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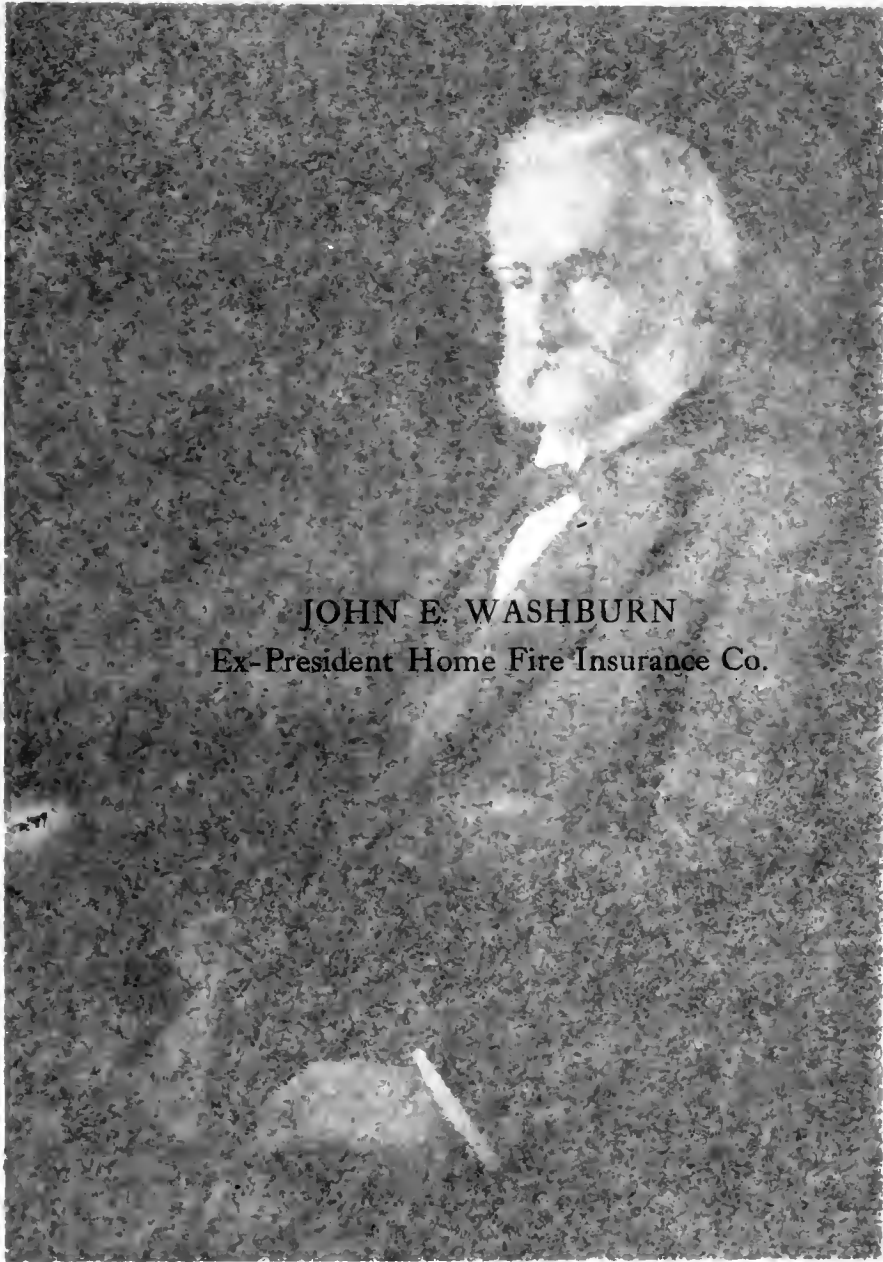


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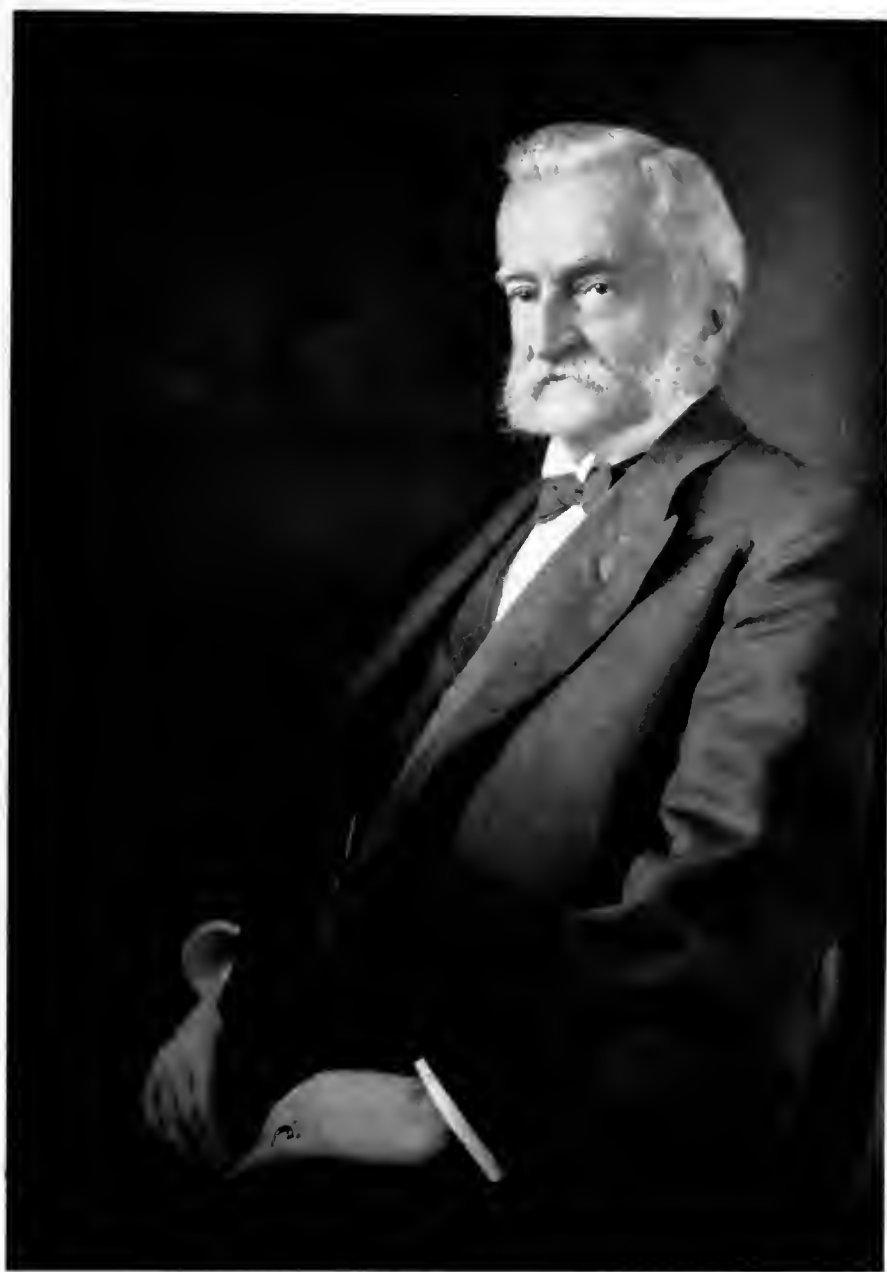


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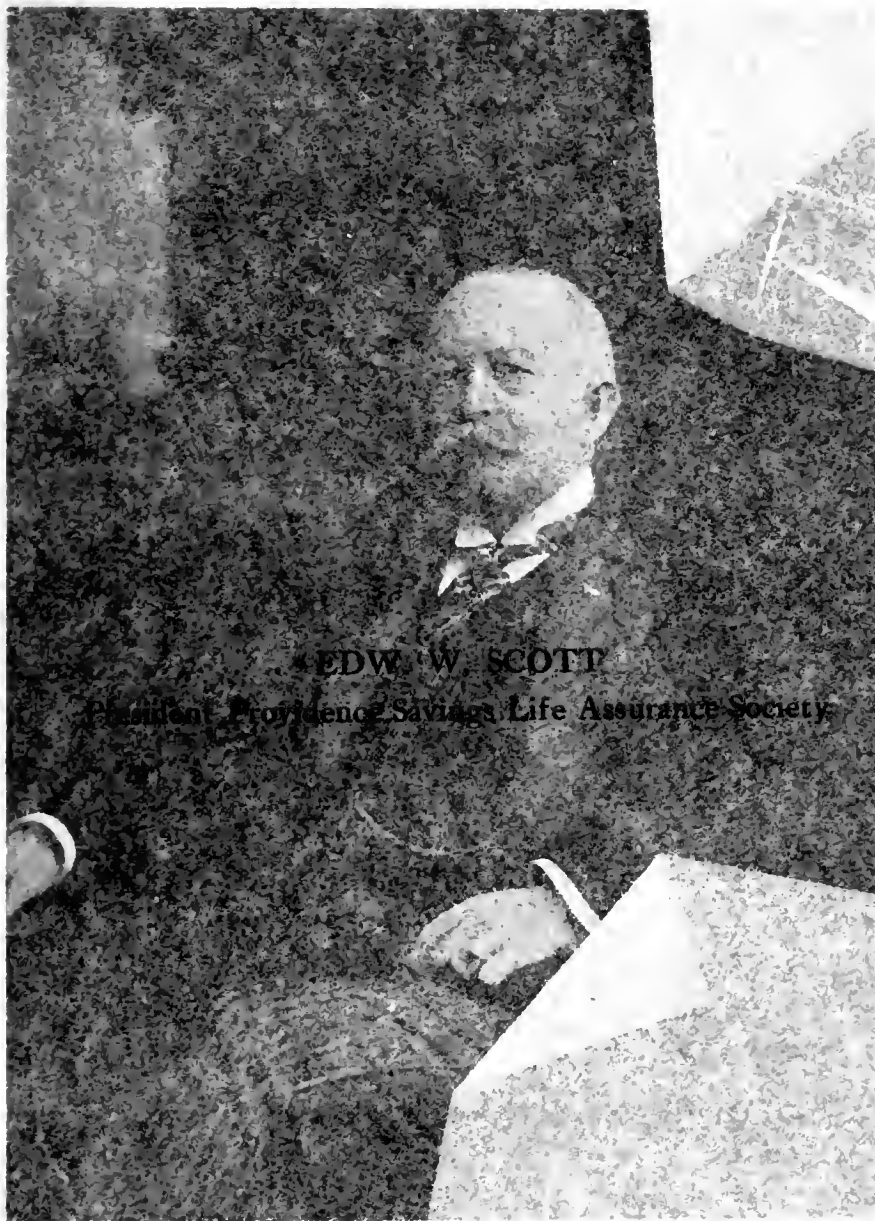


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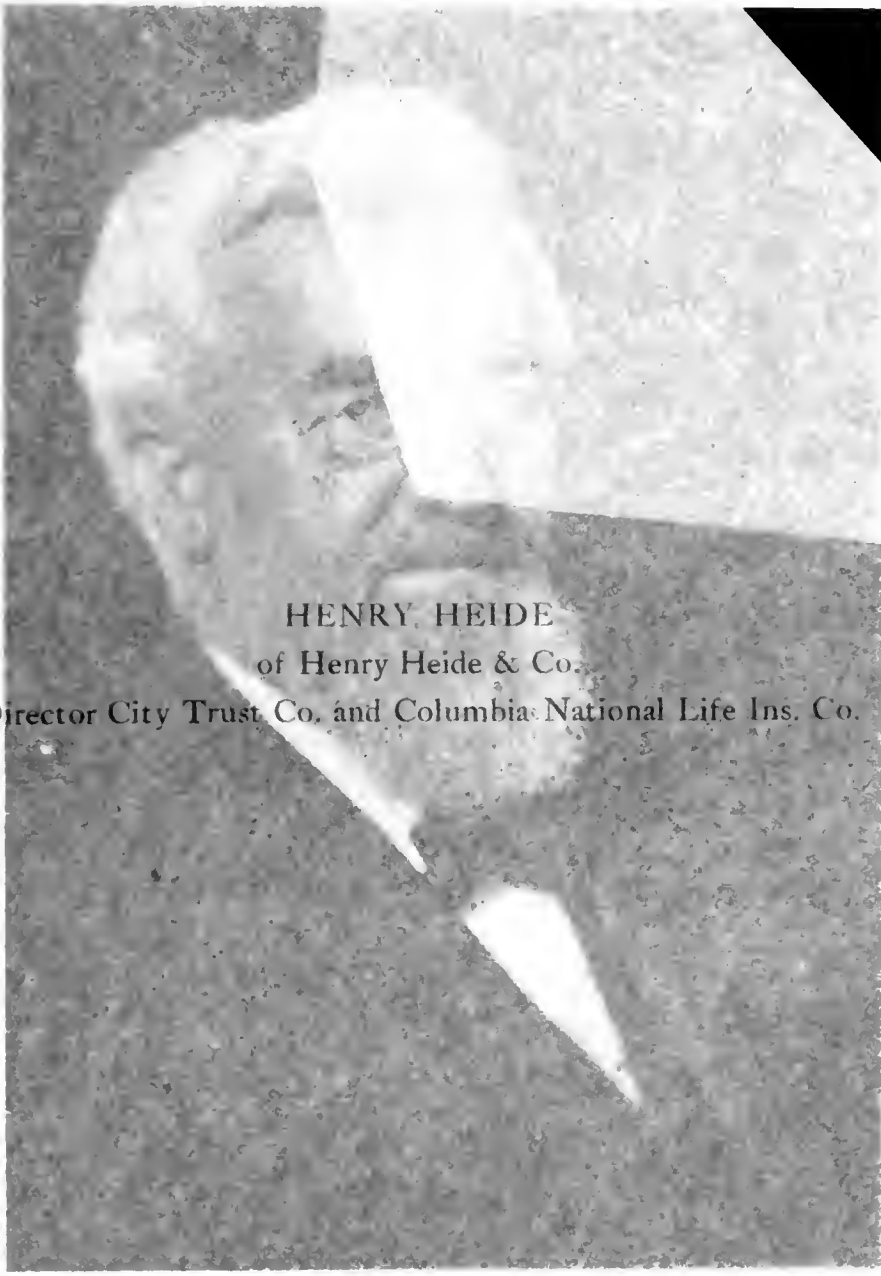
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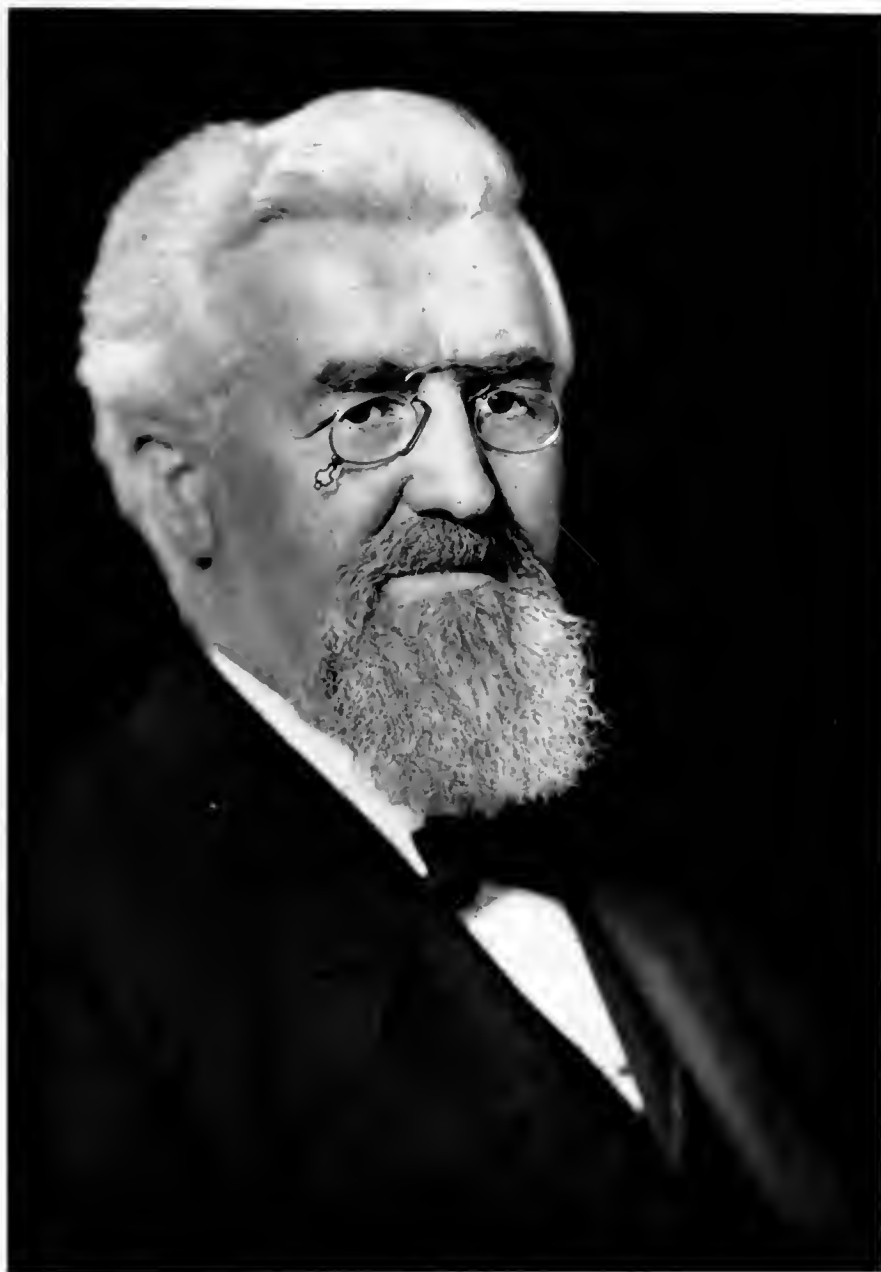
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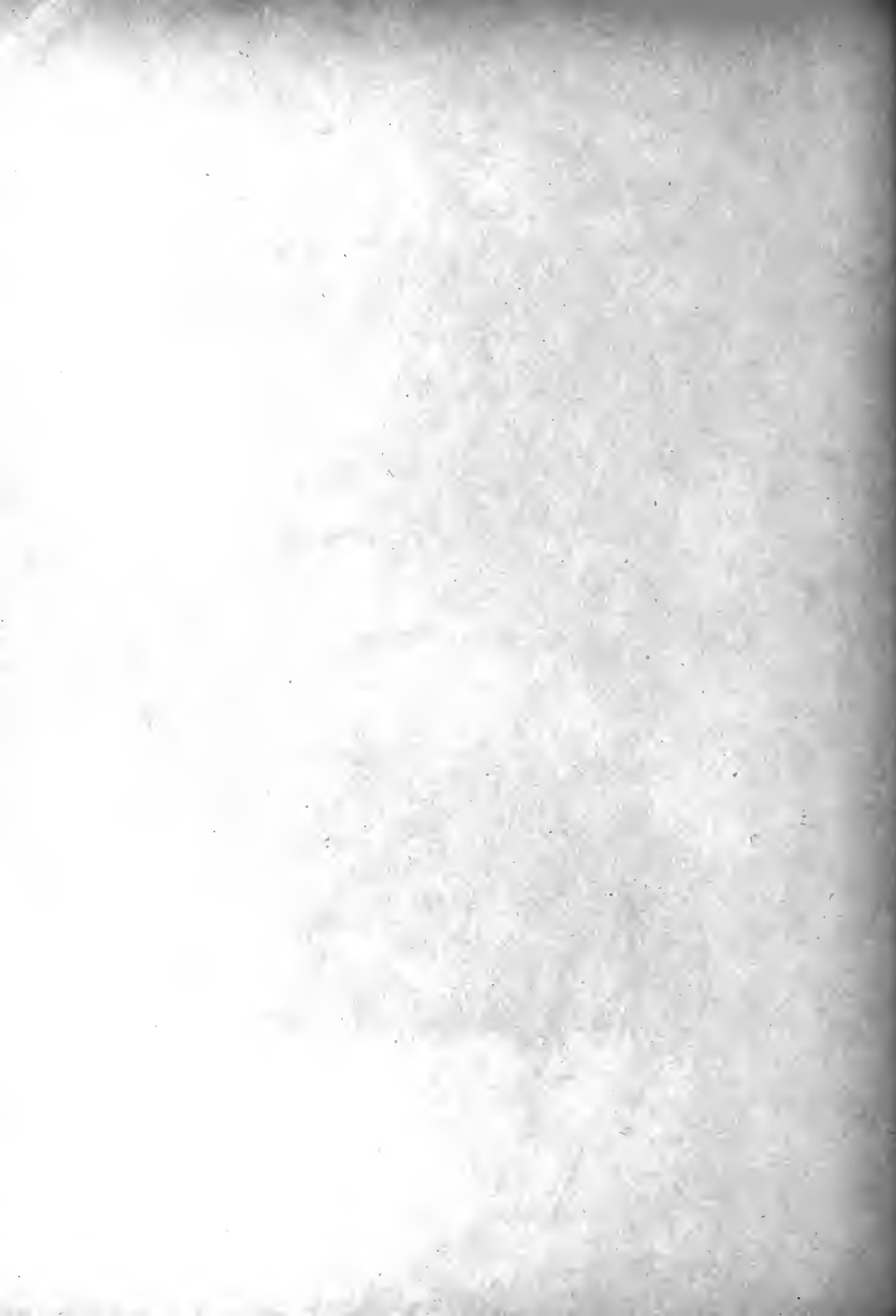




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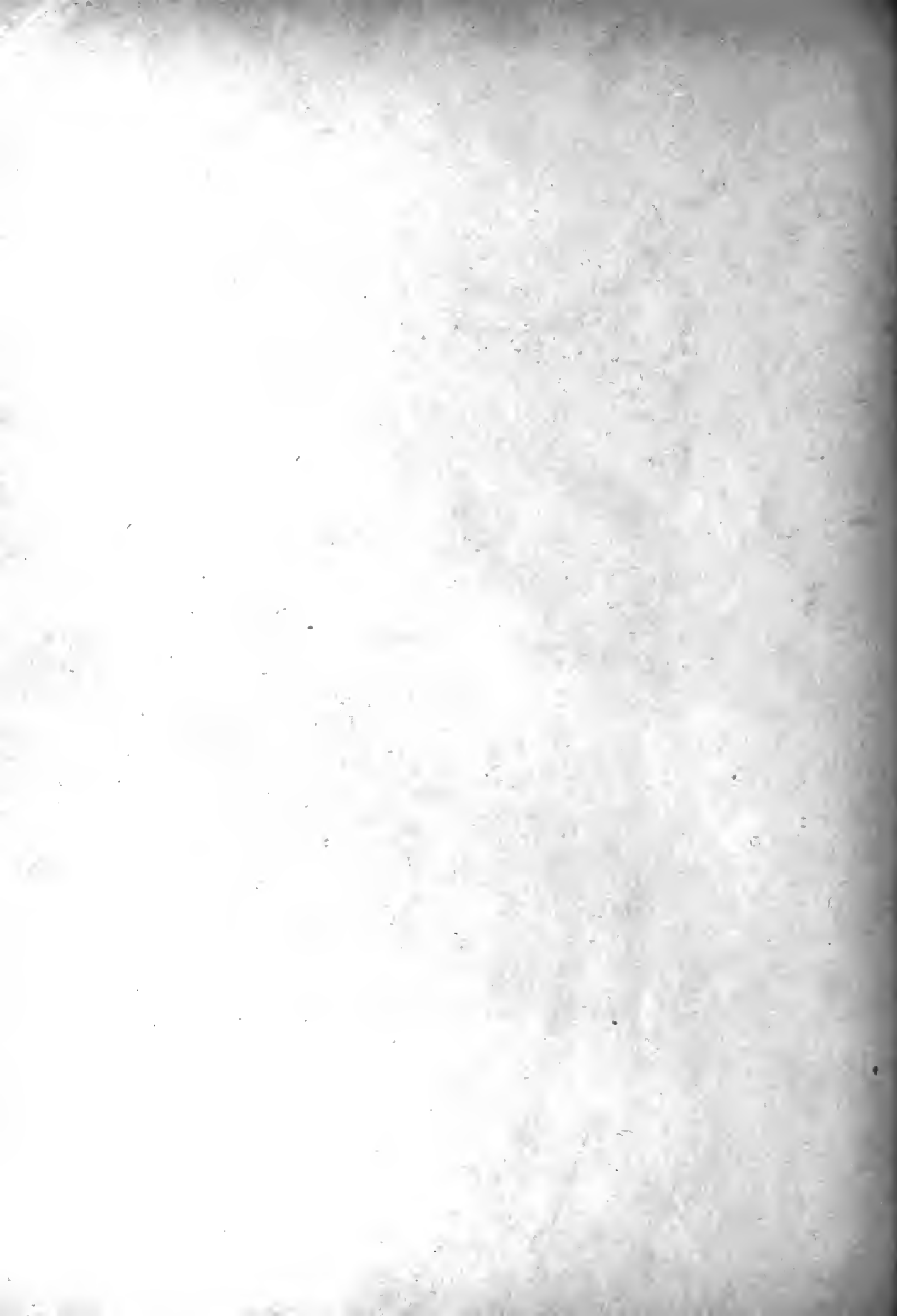
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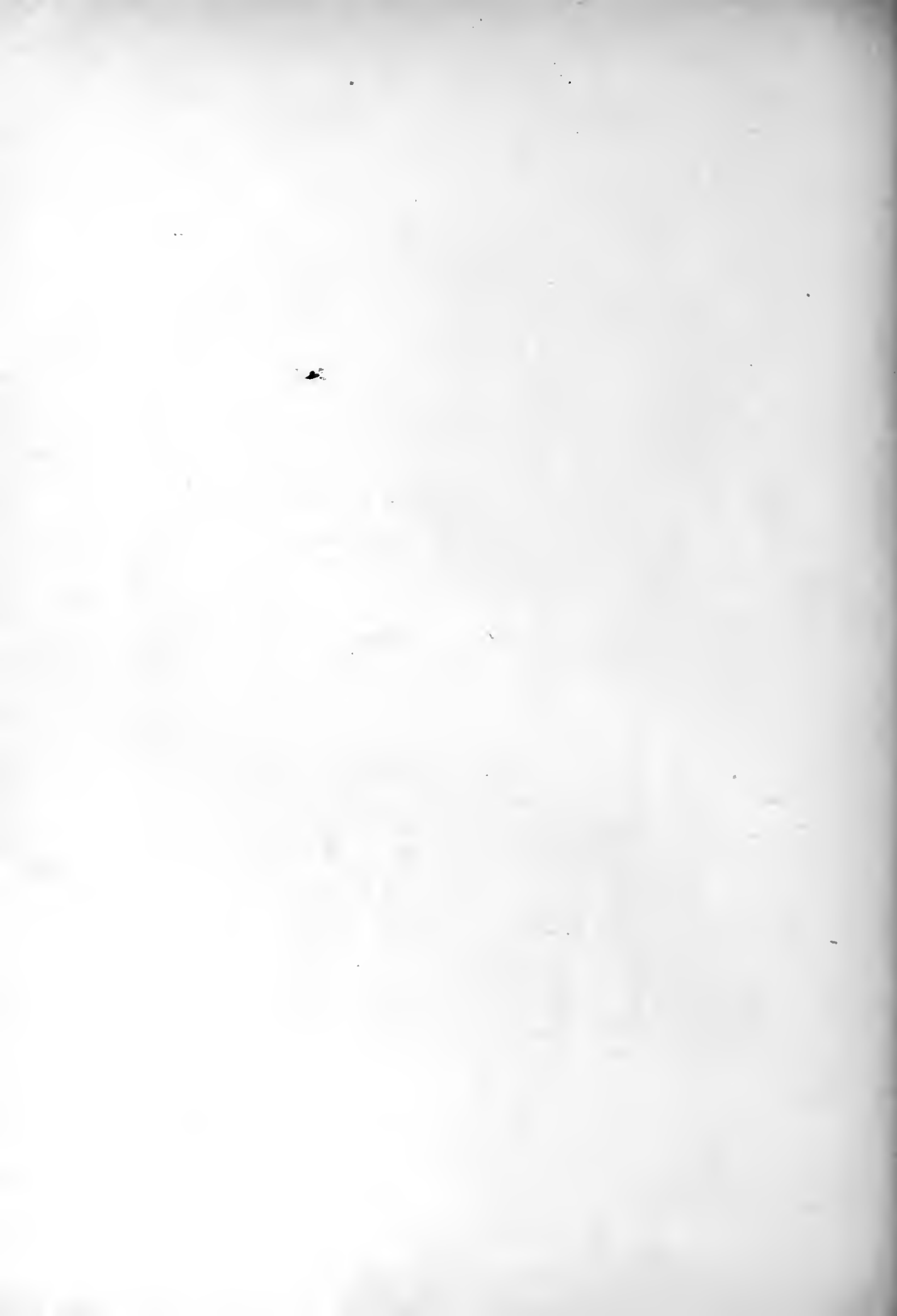
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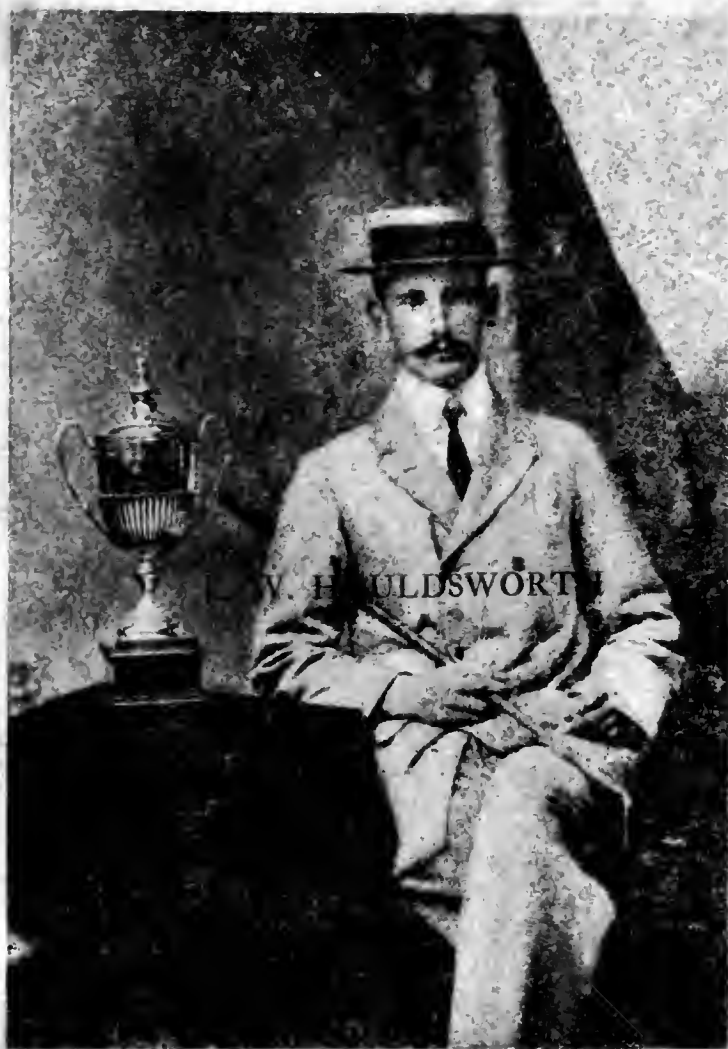
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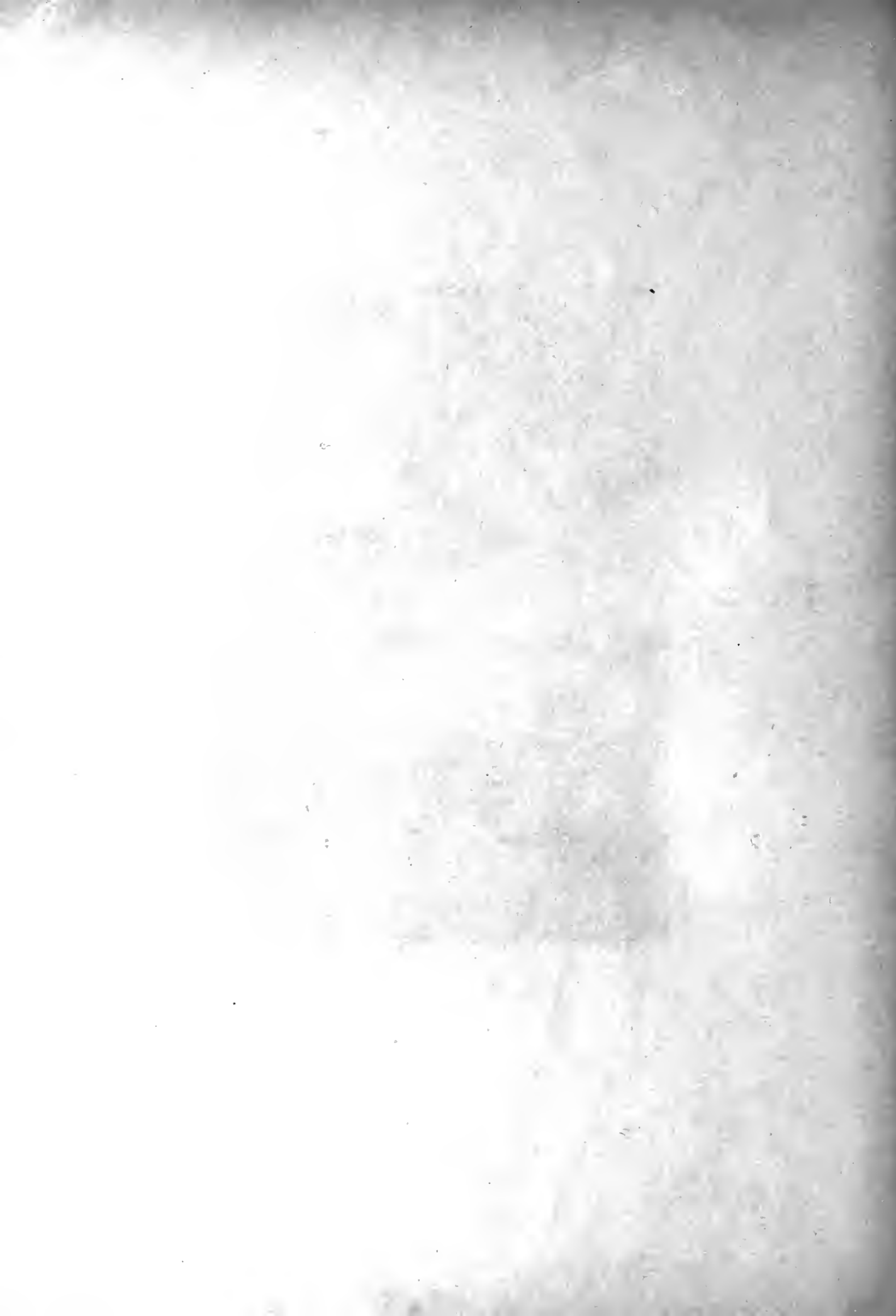
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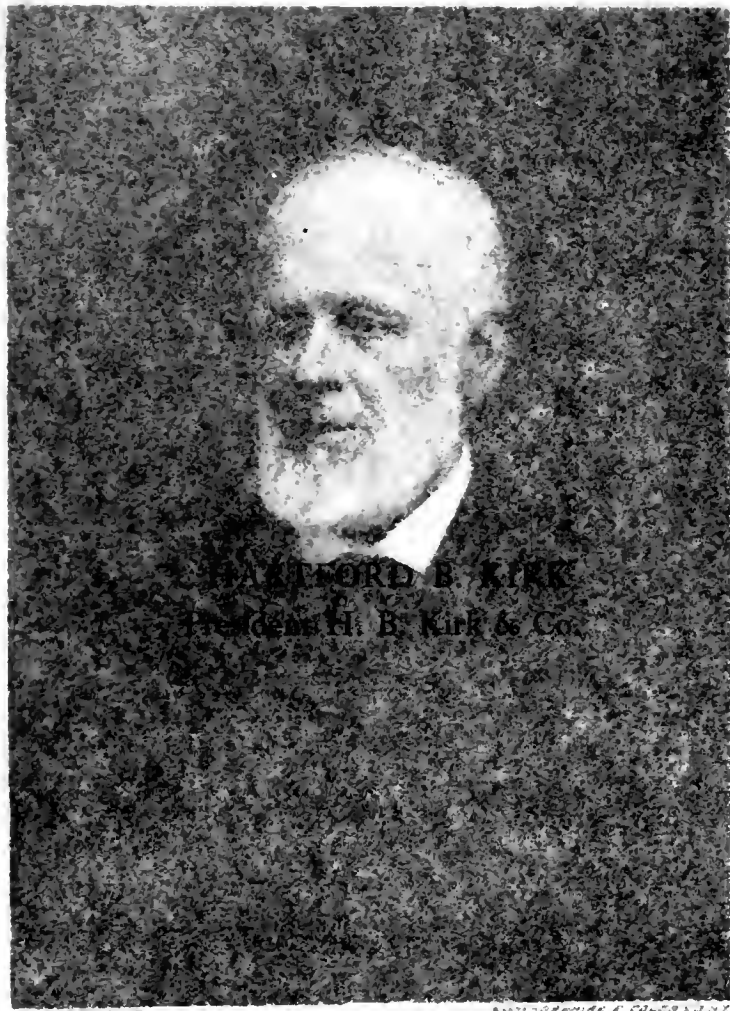




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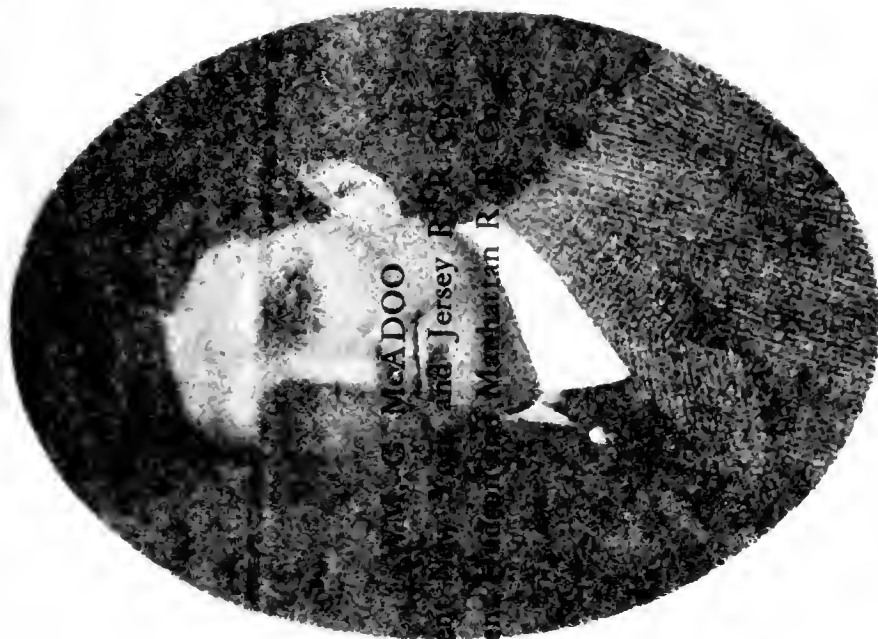
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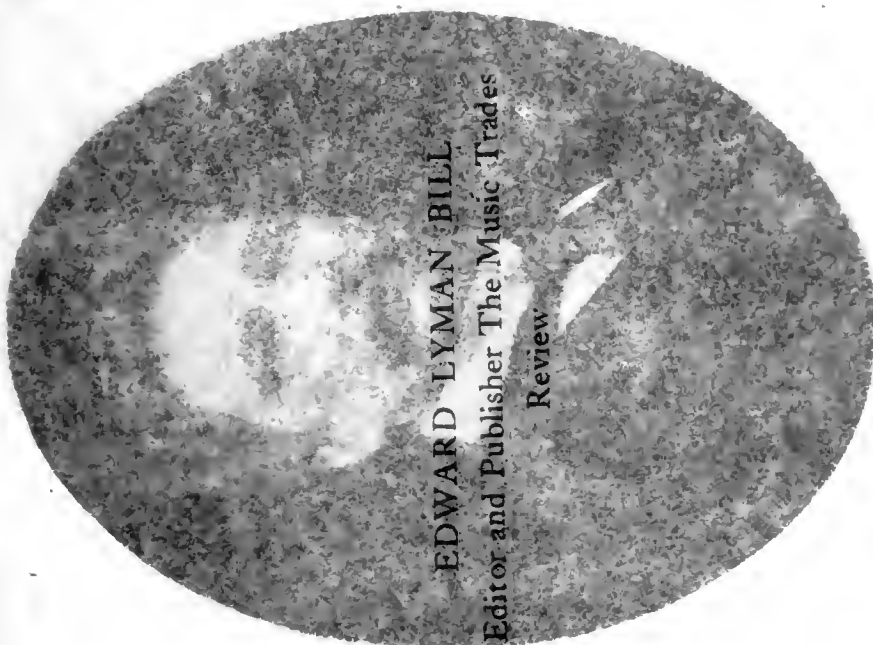
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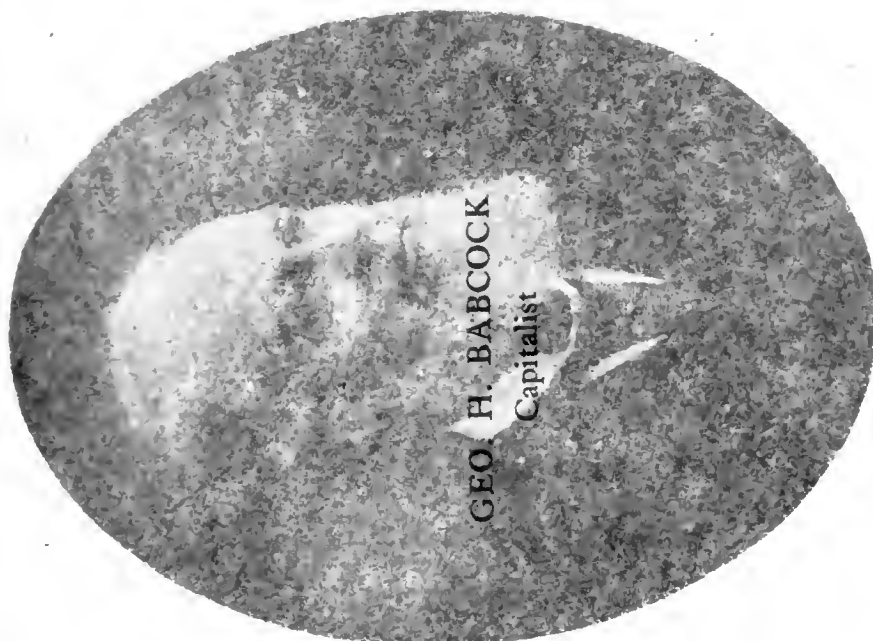
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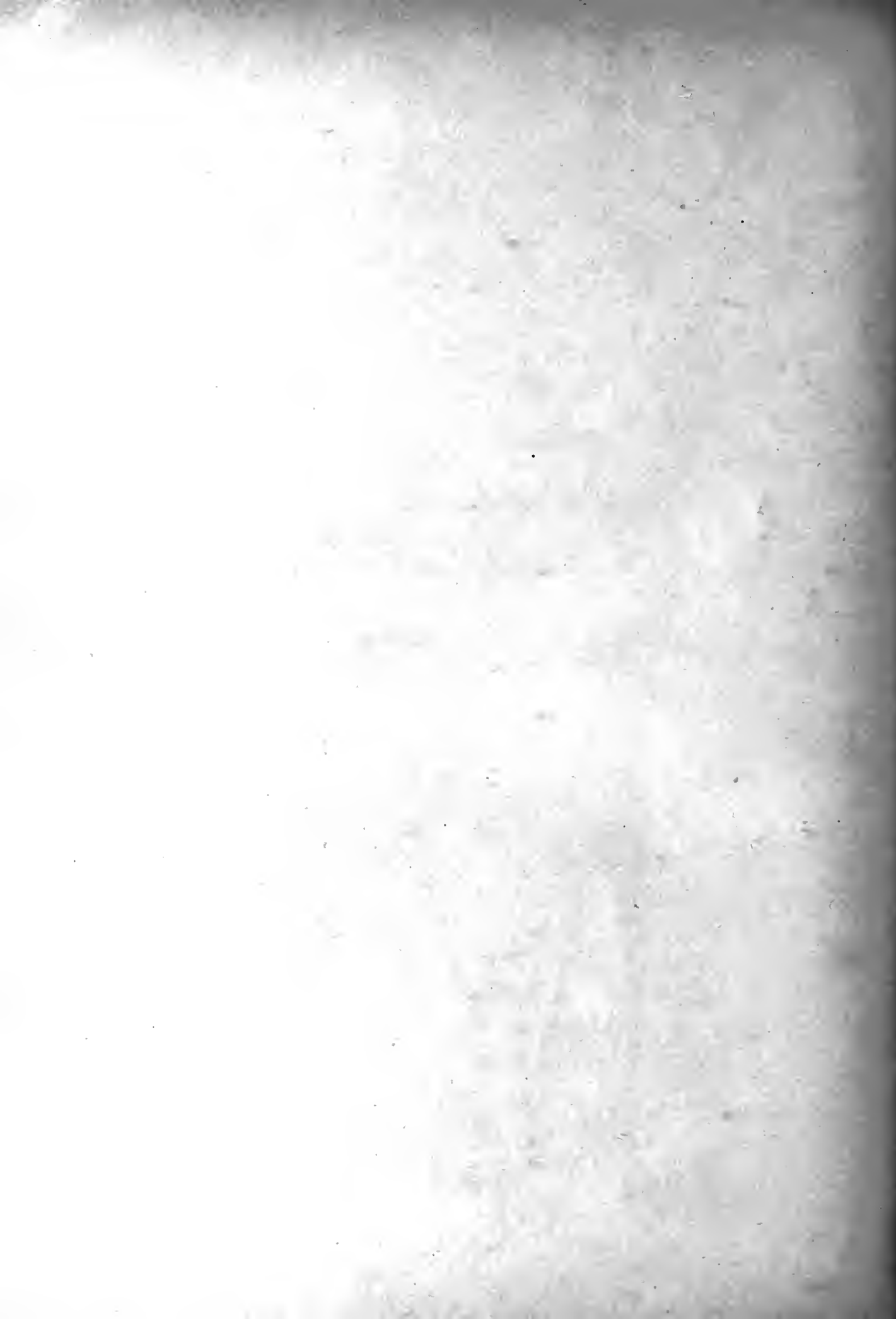
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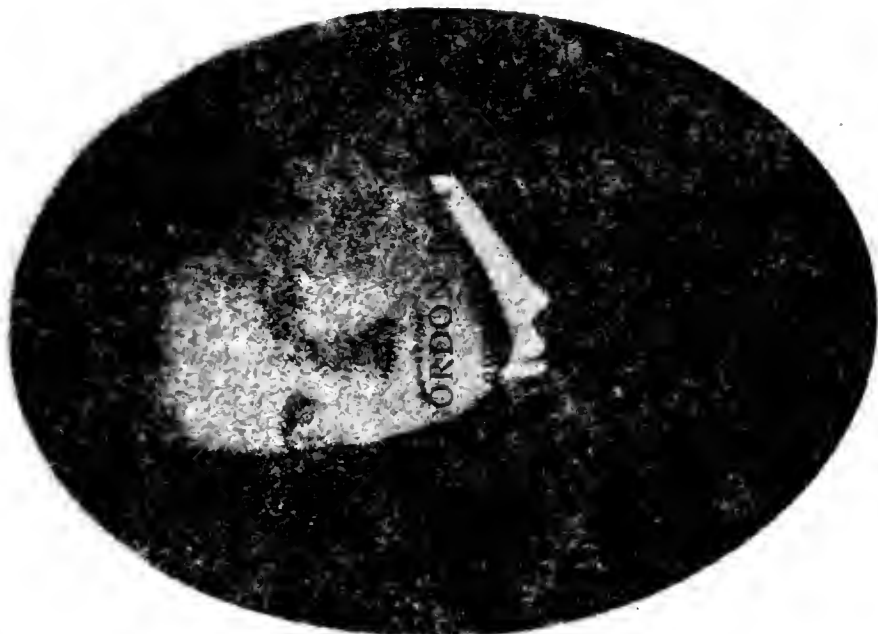
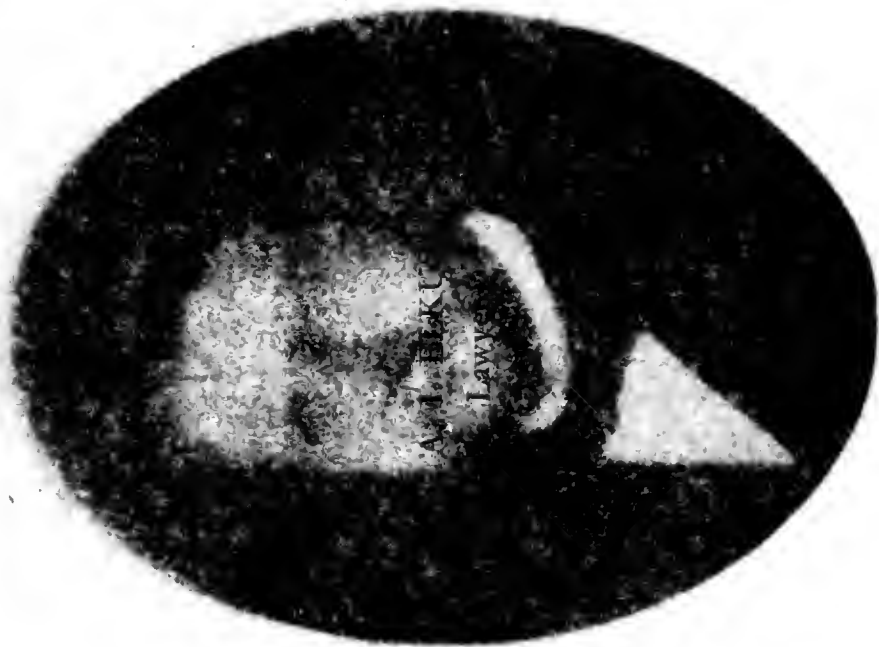


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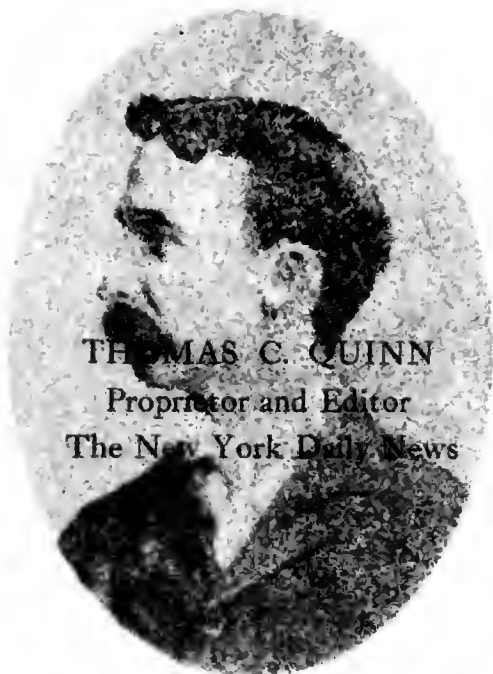
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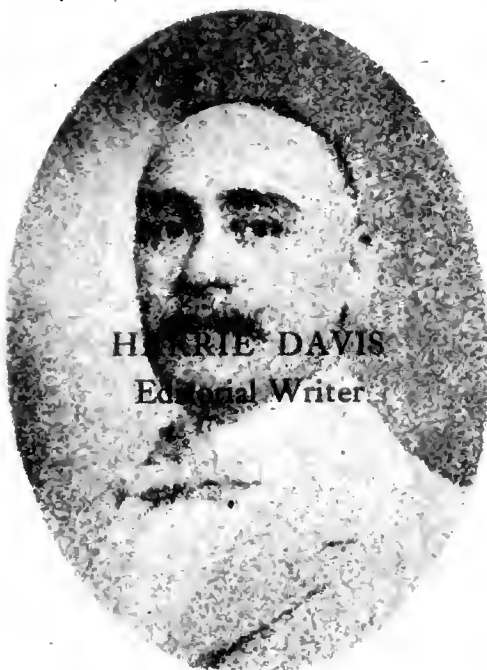




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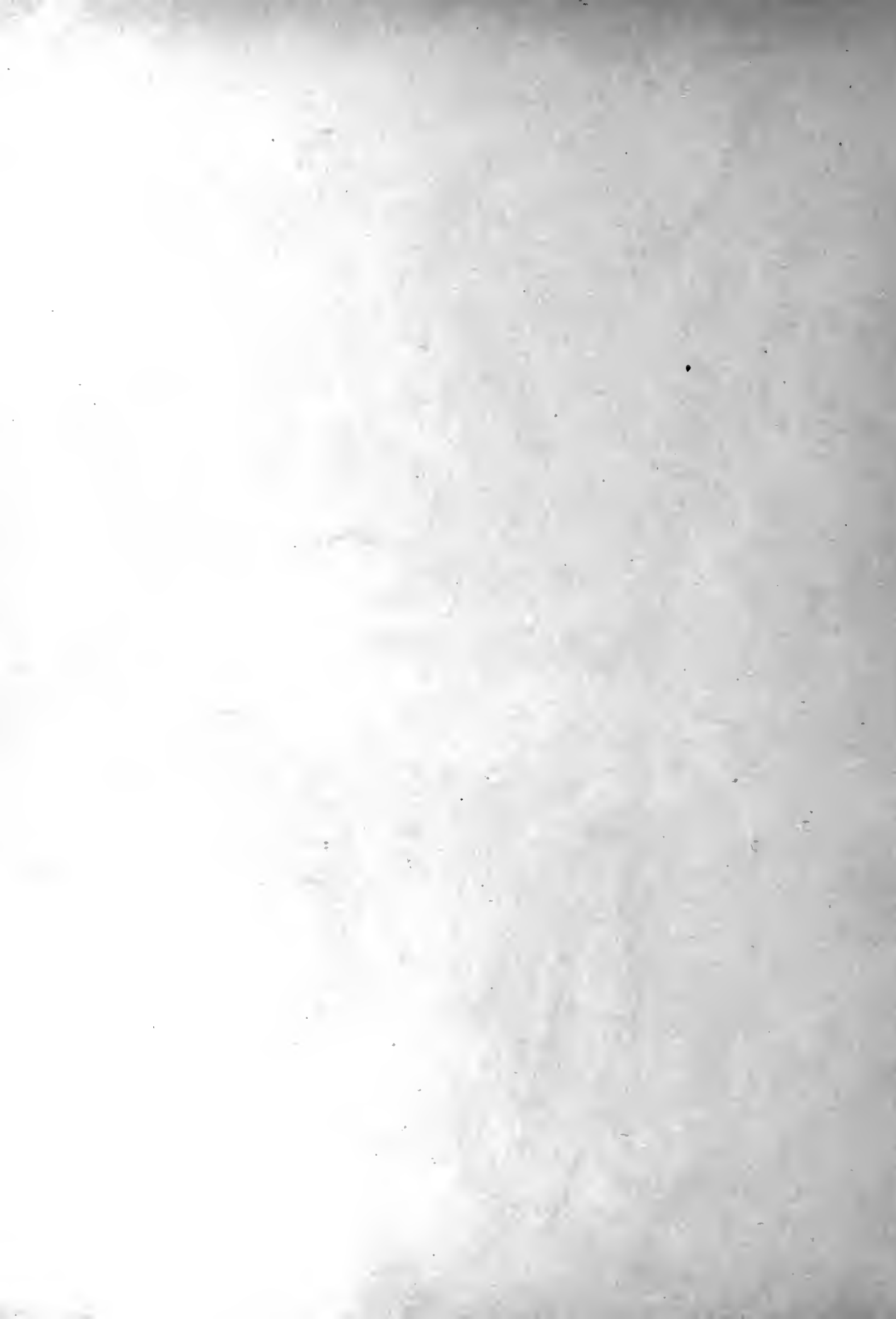
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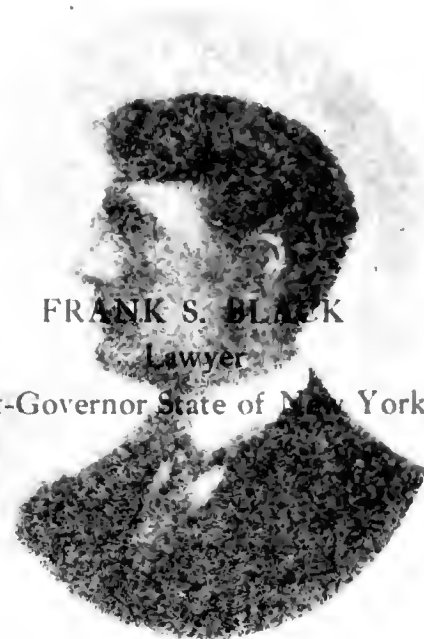
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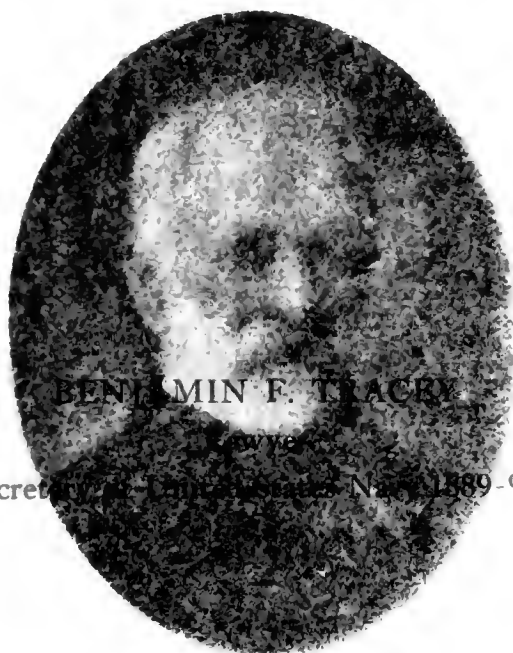




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Lawyer
Secretary of United States Navy 1889-93



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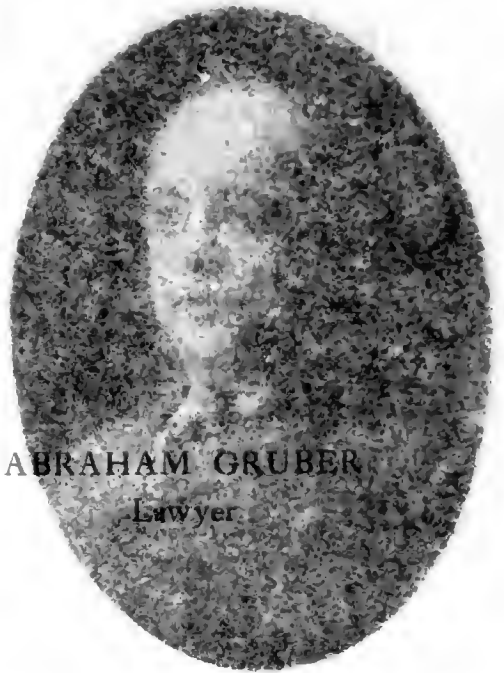
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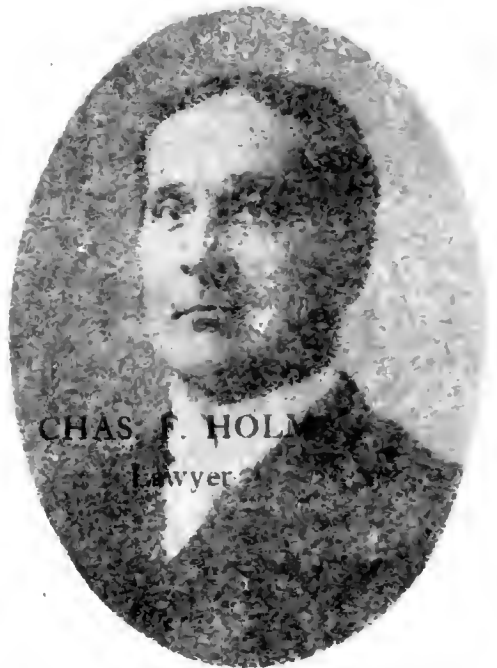
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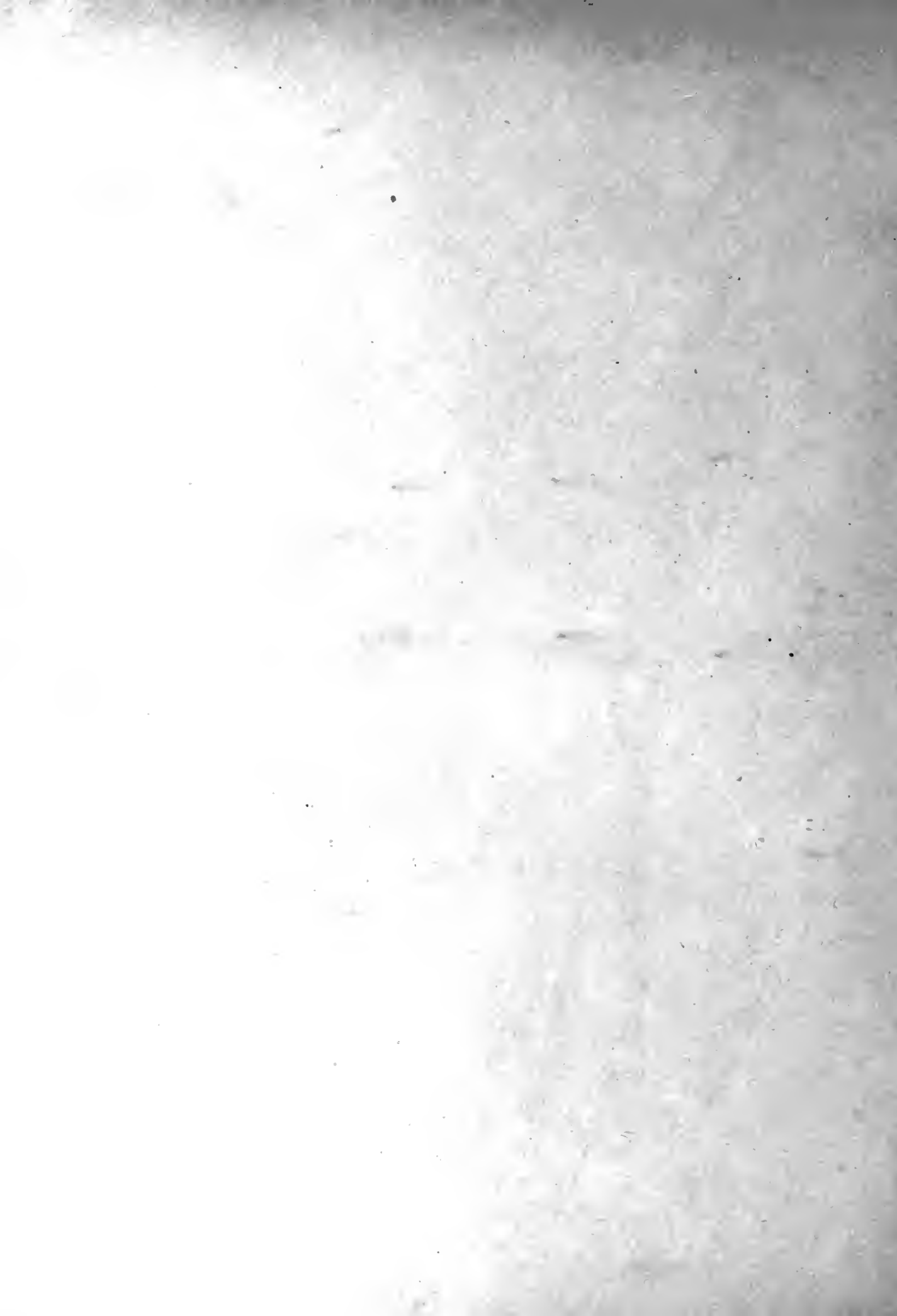
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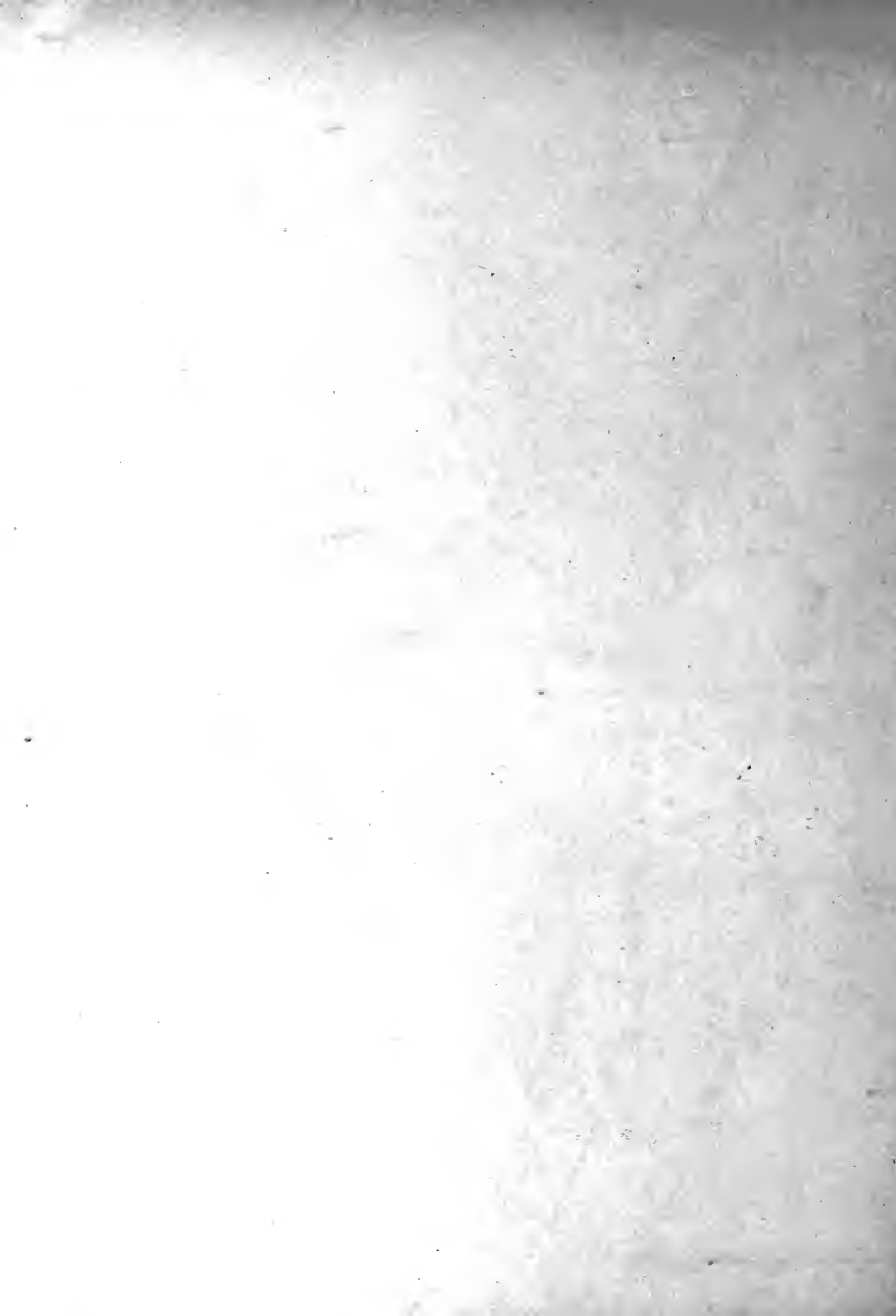
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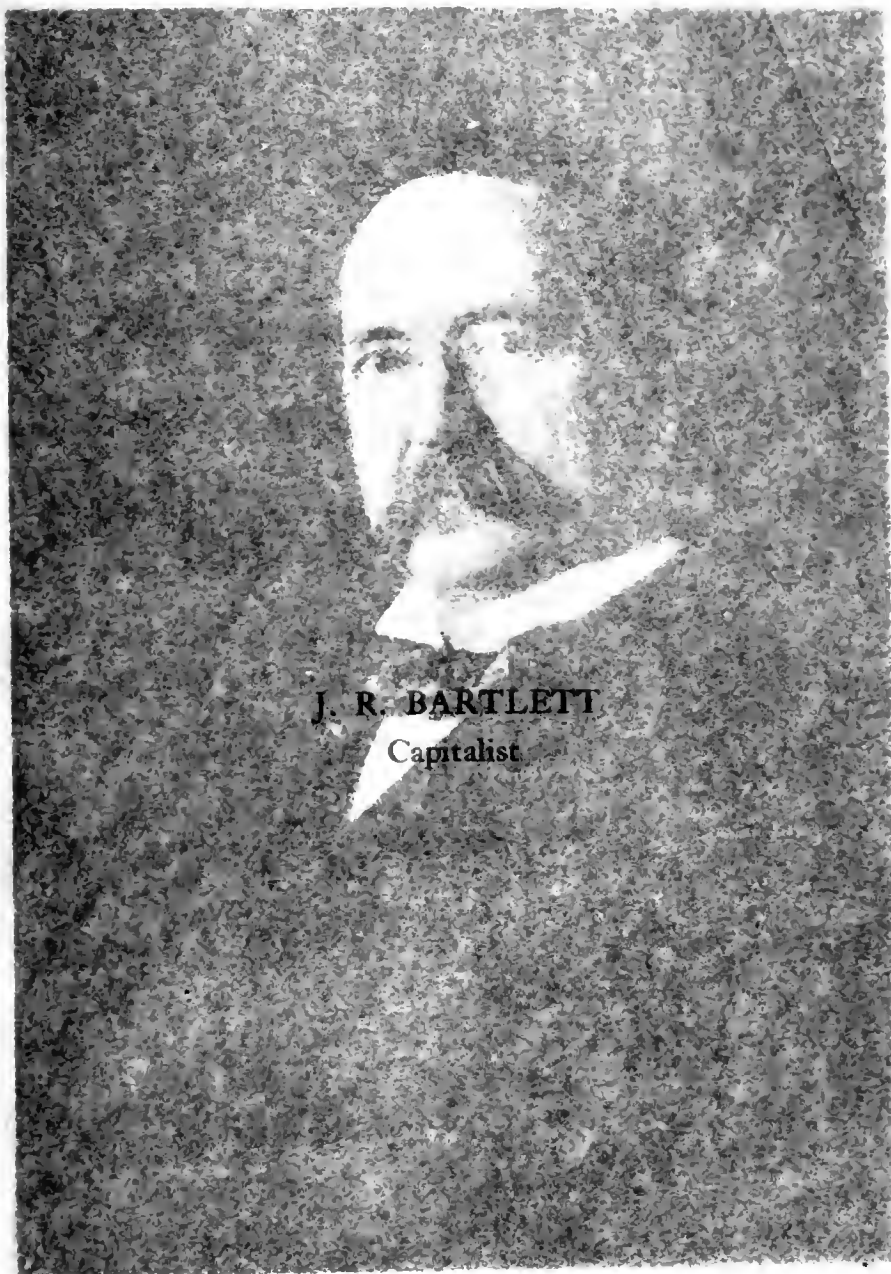




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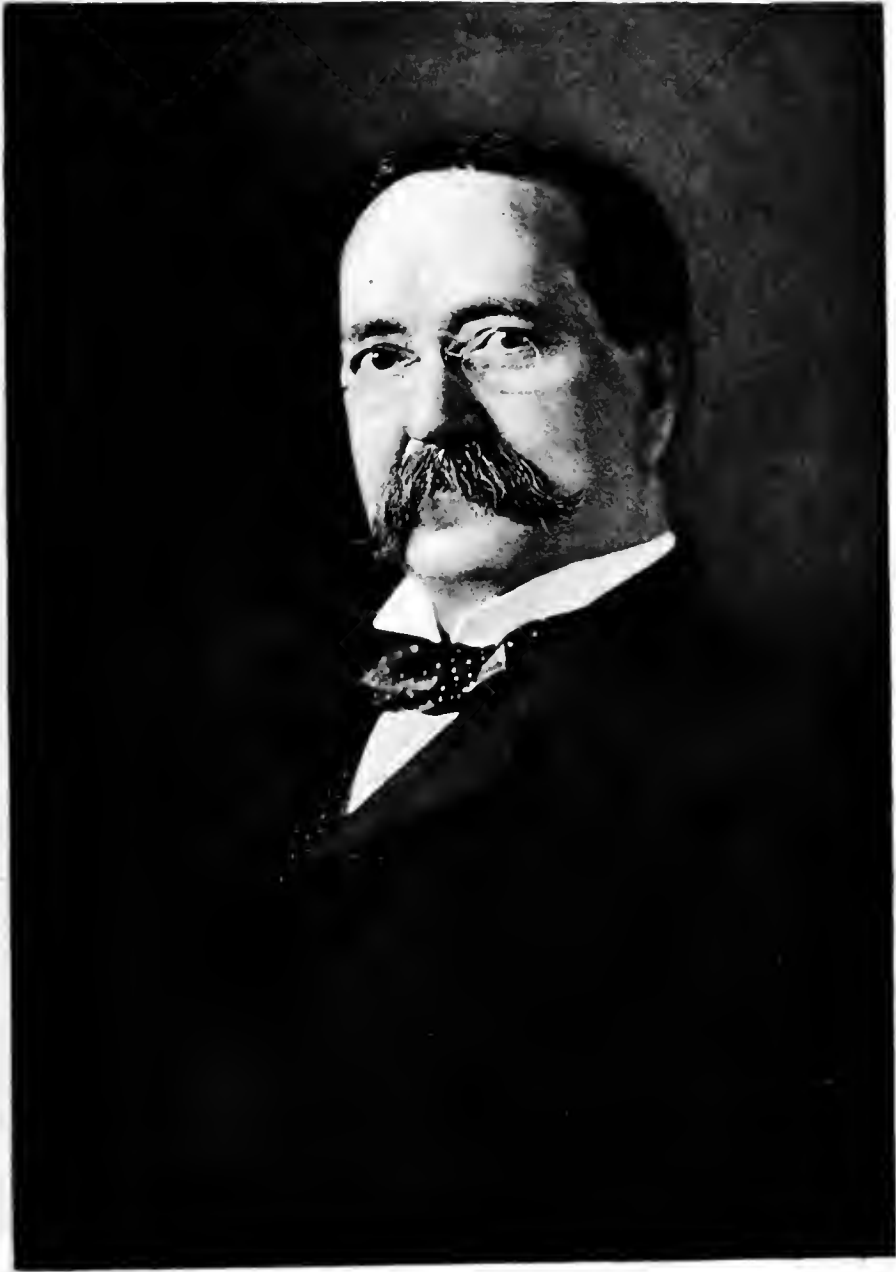
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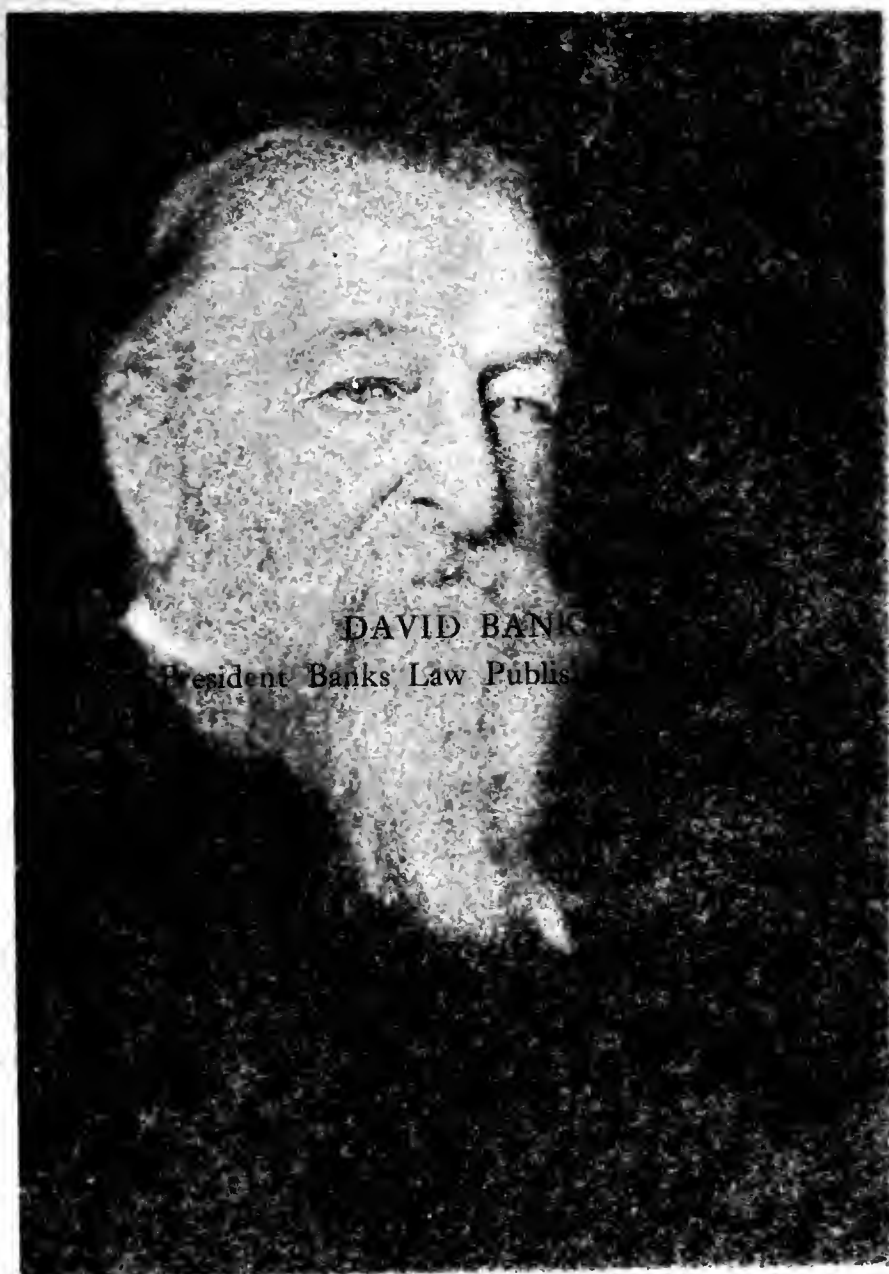
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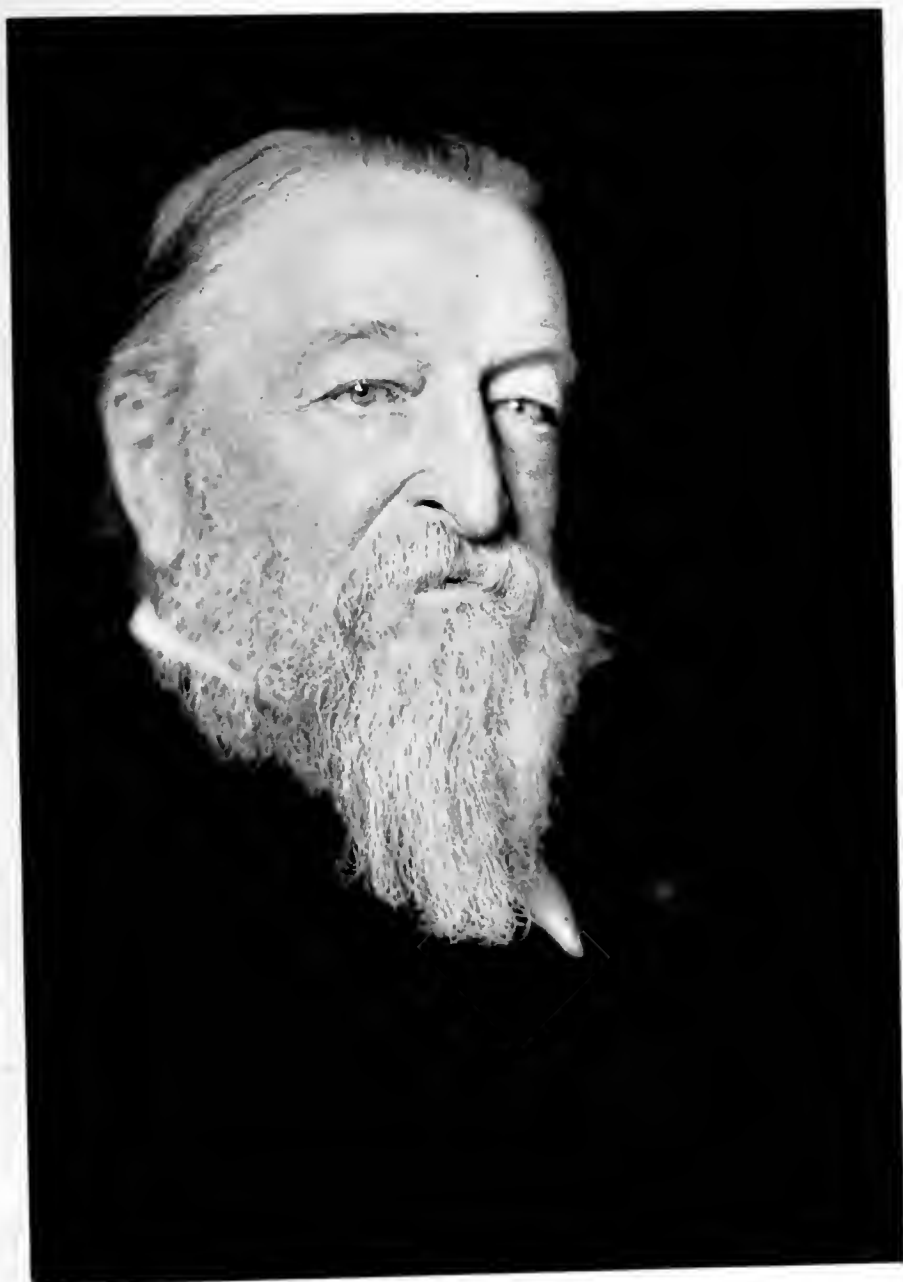


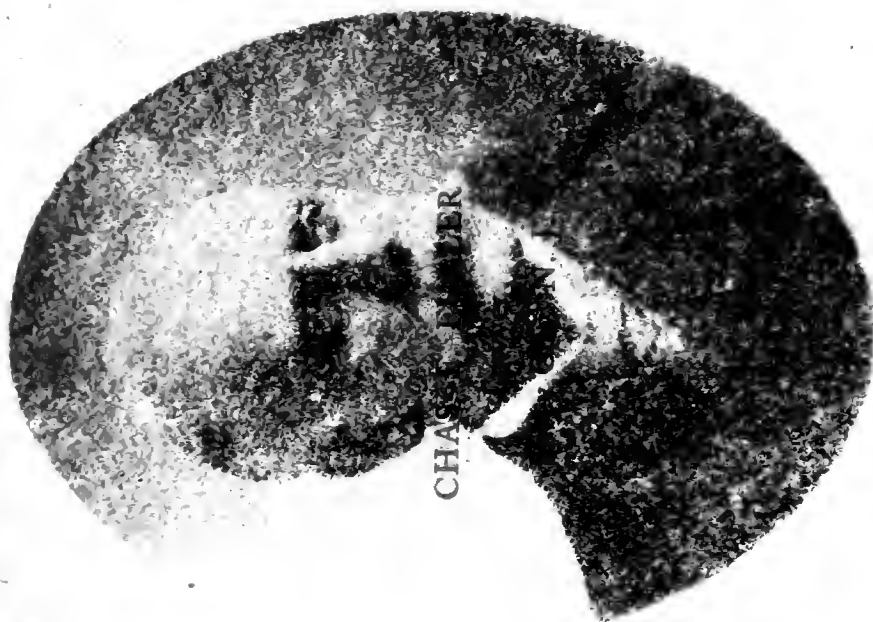
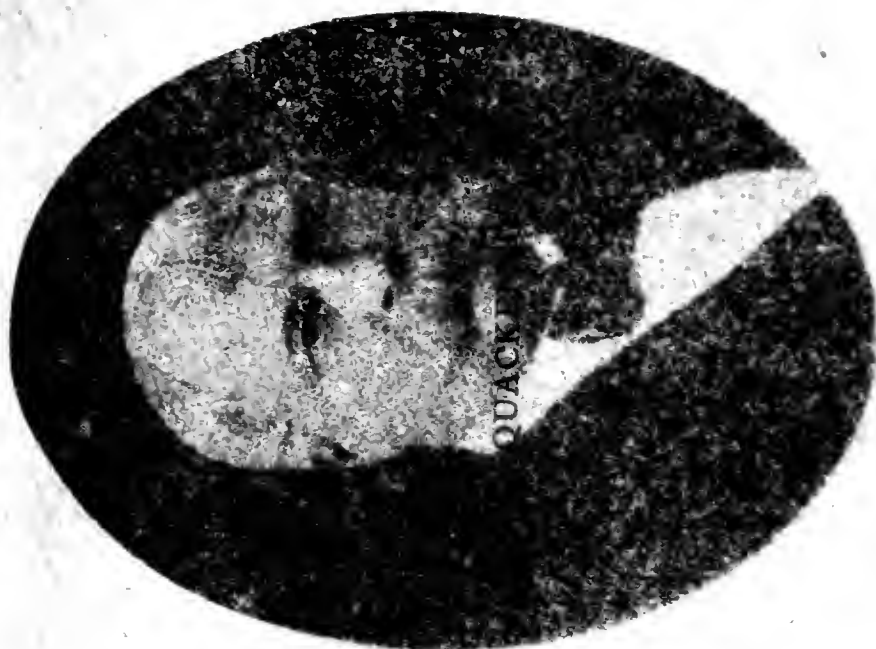




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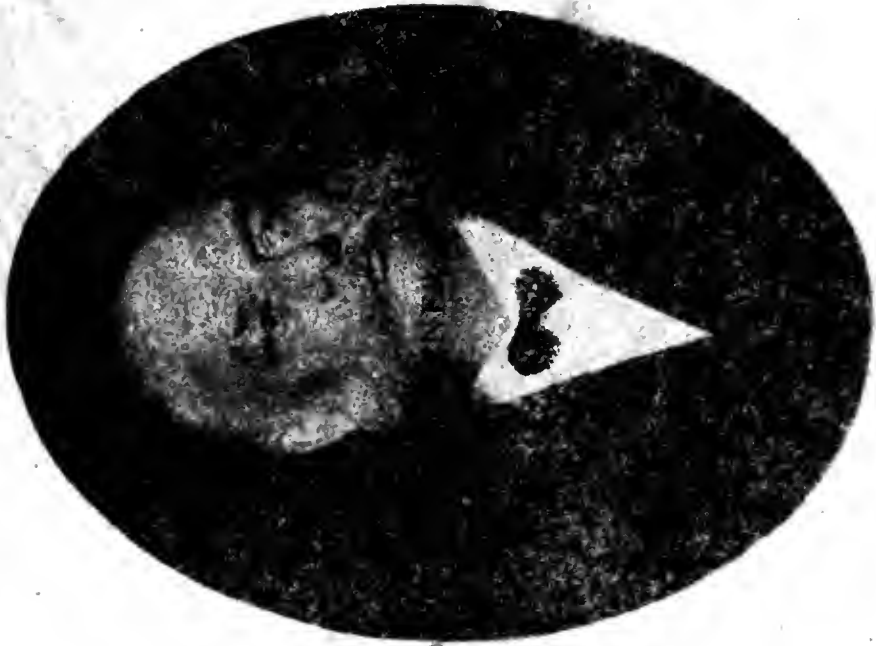


Jersey City, N. J.
Lawyer

CHAS. E. EUGGER

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